

- FROM THE CBS MAILBOX: ALAN BELL / 23
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- NETWORKS MEET THE PRESS / 18

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A CANNERS PUBLICATION  
**S.12: THE BILL WHOSE  
TIME HAS COME**  
Page 3  
Vol. 122 No. 3

# Even After 9 Years, Our "Love" Continues Growing!

In Fact, It Has Grown  
More Than Any Other  
Returning First-Run Strip!



Program	HH Rating Growth '91-'92 vs. '90-'91	Adults 18-49 Growth '91-'92 vs. '90-'91
<b>LOVE CONNECTION</b>	<b>+37%</b>	<b>+33%</b>
Hard Copy	+27%	+32%
Sally Jessy Raphael	+23%	+32%
Regis & Kathie Lee	+20%	+23%
Oprah Winfrey	+16%	+28%
Donahue	+14%	+26%
Inside Edition	+13%	+12%
A Current Affair	+4%	+0%
Entertainment Tonight	+4%	+14%
Wheel Of Fortune	+1%	-2%
Geraldo	-2%	+11%
Jeopardy	-5%	-4%
Arsenio	-6%	-4%
Family Feud	-13%	-22%
Joan Rivers	-18%	+0%

Source: NSS Ranking Report (STD thru 12/16/90 & 12/15/91) GAA RTG; \*AA RTG

## LOVE CONNECTION

An  
Eric Lieber Production  
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Telepictures Productions



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# Top of the Week

## MEETING OF THE MINDS ON S. 12

*Changes in S.12 substitute are being considered for possible compromise; broadcasters remain confident of S.12 victory, possibly by next week*

By Randy Sukow

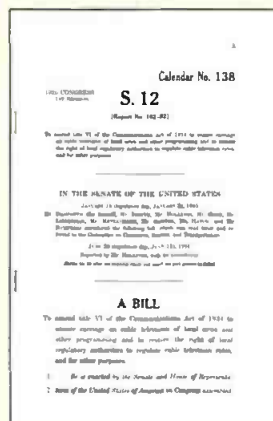
**W**ith the Senate showdown on cable legislation rapidly approaching—floor action is tentatively slated to begin next Monday (Jan. 27)—the basis for a possible compromise has been laid.

The sponsors of the so-called S.12 substitute are considering inclusion of a tougher rate-regulation provision and possibly other measures that would bring it closer in substance to S.12 and, it is hoped, make it more attractive to a greater number of senators.

A key to whether the substitute emerges as a compromise vehicle is the White House. It had reportedly given its tacit support last fall to the substitute—technically a package of amendments to S.12—primarily as a legislative ploy. It had hoped the substitute would attract at least enough votes to back up its veto threats.

But, according to sources, White House policymakers are sharply divided as to whether the administration should continue to support the substitute as originally conceived or the more regulatory measure it is apparently becoming. Without White House support, the substitute would likely quickly wither.

Arguing for a more conciliatory approach toward S.12 and the substitute are those who fear a veto of S.12, widely billed as "pro-consumer" legislation, could be damaging to the 1992 re-election campaign, the sources said. They would prefer to resolve the cable-legislation issue as soon as



NAB's Fritts, NCTA's Mooney: The twain may yet meet on S.12

possible, they said.

The substitute was conceived by a small group of Republican senators led by Bob Packwood (Ore.). Negotiating with them to include the stricter regulatory provisions have been Democratic Senators John Kerry (D-Mass.) and Timothy Wirth (Colo.).

The substitute leaves intact S.12's key must-carry/retransmission-consent language. In addition, the substitute is said to include provisions designed to draw broadcaster support away from S.12, such as relaxation of the FCC's duopoly rules and the 12-12-12 rule on ownership limits for AM, FM and TV stations. It may also include a proposal to allow telephone companies to own cable TV systems in rural markets of 25,000 homes or fewer. (The current rural exemption for telcos is 2,500.)

Thus far, S.12's main supporters—Senate Commerce Committee Chairman Ernest Hollings (D-S.C.); John Danforth (R-Mo.), ranking minority member of the committee, and Communications Subcommittee Chairman

Daniel Inouye (D-Hawaii)—have been in no mood to compromise.

And National Association of Broadcasters President Eddie Fritts last week repeated his pledge not to accept an S.12 compromise unless Hollings, Danforth and Inouye agree with it. The association is prepared for a long procedural battle on the Senate floor in the event no agreement is reached. "I've got a count, and it's well over a majority. The question is whether it will be over a two-thirds, veto-proof majority," Fritts said. A significant number of senators are still believed to be undecided.

National Cable Television Association President Jim Mooney indicated a willingness to compromise in a speech at last week's cable press tour (see page 12). Mooney suggested that the cable industry would be willing to work out a deal with broadcasters, accepting either S.12's must-carry or retransmission-consent provisions but not both, a proposal suggested by Amos Hostetter, chairman of Continental Cablevision, dur-

ing a House Telecommunications Subcommittee hearing last summer (BROADCASTING, July 1, 1991).

"We are realists. We are not ideologues when it comes to these matters. And rather than take a bad bill, we would rather work out one that we could live with," Mooney said.

The major provisions of S.12 are:

■ **Must carry/retransmission consent.** Broadcast stations are given the option of requiring cable systems in the market area to carry their signals

or retaining the right to negotiate with cable systems for a license fee. "The substitute leaves intact S.12's retransmission-consent provisions," a senior Senate staffer said last week.

■ **Access to programming.** National and regional cable networks, such as ESPN or CNN, under most circumstances could not refuse to sell programming to alternative multichannel media such as home satellite service or wireless cable systems. The latest version of the substitute is said to omit program access.

■ **Rate regulation.** A new definition of "effective competition" (stricter than the definition currently on the FCC's books) would authorize rate regulation for cable systems when there is no multichannel competitor (such as wireless cable or a second cable system) and when few over-the-air broadcast signals are available. City governments, working under FCC-developed guidelines, would be authorized to regulate cable systems' "lifeline tier" (retransmitted local broadcast signals). ■

## NAB IN LA QUINTA: WAY STATION TO THE FUTURE



Inset: Meeting in La Quinta for the NAB's winter board meeting are the executive committee's Richard Harris, radio board vice chairman; Lowry Mays, past joint board chairman; Richard Novik, radio board chairman; Gary Chapman, joint board chairman; Ron Townsend, TV board chairman; Mike Conly, TV board vice chairman; Martin Franks, network representative; Eddie Fritts, president.

### *Broadcast association leadership debates key issues of industry in transition*

By Don West

**T**he joint board of directors of the National Association of Broadcasters was a study in contrasts last week, wrestling with the increasingly hardscrabble economics of contemporary radio and television while still buoyed by the momentum of good times past. Hanging over all on the television side was the realization that broadcasters now have to work out their destiny in an electronic nation

shared in large measure with others.

But there was good news in La Quinta, primarily the success NAB is having with S.12, the Senate's cable reregulatory bill (see page 3). (The association has expended a significant amount of fiscal resources in lobbying for the measure, spending \$843,500 in the 1991-92 fiscal year and budgeting an additional \$400,000 in fiscal 1992-93.) The prospect of achieving a second revenue stream from the wired medium cheered TV

and radio directors alike, although they were sobered by such warnings (by New York Republican Congressman Norman Lent) as "you can never assume that over-the-air TV will always be there."

Confrontation was avoided on one internecine matter: the three major networks' desire to enter cable ownership through modification of the FCC's cable crossownership rules, a move opposed by many if not most affiliates. It had been expected that



the controversy would come to a vote before the TV board on Wednesday. Instead, a negotiating committee comprising affiliate, network and independent station representatives was named to work out the matter by Feb. 19 (the FCC's filing deadline is March 2). Failing resolution, the NAB board will have to retackle the issue on its own.

The two boards agreed on several policy resolutions: to urge all board members to contribute to TARPAC, the NAB's political action fund, and to lobby his or her own member of Congress; to support the FCC's re-examination of radio ownership limits; to support time brokerage agreements; to support relaxation of the duopoly rules that restrict ownership to one each in the various service bands (AM, FM and TV), and to seek a freeze on new FM stations and a review of FM radio allocations and licensing policy.

The two boards were in agreement on several policy resolutions. The radio board endorsed the revised NAB plan for implementing digital audio broadcasting, which calls for an in-band approach and abandons support of the European Eureka system. It also issued a statement on telco entry into broadband facilities, insisting on broadcast access to both systems and technologies and retention of control by broadcasters of their signals and the circumstances under which others use their signals.

The two-day legislative forum that preceded the joint board meeting produced little news. The high point was House Republican Leader Robert Michel's (R-Ill.) declaration—after saying he was reluctant to impose restrictions on communications media—that "S. 12 and [the companion] H.R. 3380 are pretty good pieces of legislation," albeit on a collision course with the Bush administration. A discordant note was sounded by Representative Sonny Callahan's (R-Ala.) castigation of the media for negative reporting of the national economy. "I've never heard Irving R. Levine [of NBC News] say one thing positive about the economy," Callahan said. He urged his largely station audience not to be puppets of the networks.

Perhaps the most controversial appearance during the joint boards was by Massachusetts Institute of Technology Professor Nicholas Negroponte, whose Media Lab is reputed to be

## CABLE BILL IN THE SENATE / 3

With its opponents' substitute measure beginning to mirror the original, S.12 stands a good chance of Senate passage.

## CRITICS' PREVIEWS / 18

ABC has landed Delta Burke for a half-hour comedy that could debut as early as next fall, and CBS plans to launch five new series during the once-dormant summer season.

## PPV WORLD CUP? / 25

World Cup soccer organizers are talking to TV-rights bidders about putting some of the 1994 World Cup's 52 games on pay per view.

## HBO TOPS ACES / 26

Home Box Office garnered 27 ACE awards at the 13th annual ceremony last week. Showtime was second (9) and A&E and CNN tied for third (7).

## POST-BIRCH ARBITRON / 28

The radio industry is wondering how Arbitron will act now that Birch Radio has ceased operations

# This Week



Sonya Friedman, host of CNN's 'Sonya Live,' and Discovery Networks Chairman John Hendricks at the 13th annual ACE awards (p.26)

and it has the ratings field mostly to itself. Some observers expect price hikes, but the company says "our approach to pricing will not change."

## GROWING PTAR CONSENSUS / 31

The ABC and CBS affiliate groups (NBC is still on the fence) have weighed in against the prime time access rule's off-network program prohibition. But even consensus among affiliates may not overcome the FCC's

current indisposition to move on the matter.

## STATIONS HIT BY AD LIMITS / 38

Ad inventory given up to meet the FCC's new restrictions for children's programming is coming mostly out of stations' pockets rather than syndicators', but new negotiations should determine whether the two can work out an equitable arrangement.

## VIDEOCIPHER UPGRADE / 41

General Instrument will spend \$50 million to upgrade its VideoCipher II descrambler, which has been plagued by black-market copies since it was introduced in 1985. HBO, Showtime, Netlink USA and Southern Satellite Systems have agreed to switch their feeds.



Bob Iger at press tour (p.18)

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# At Deadline

## WORLDVISION LAYOFFS

Worldvision laid off about a dozen staffers last week, including company veteran Jerry Kaufer, creative services VP. The company said the layoffs represented a "restructuring consistent with what was going on throughout the industry in the recession." Kaufer was said to be the only executive-level staff laid off, the rest being support staff. The creative services staff continues to report to Gary Montanus, senior VP, marketing.

## TPE GETS 'GARFIELD'

The Program Exchange, the syndication arm of Saatchi & Saatchi Advertising, has acquired the rights to *Garfield and Friends*, the second-ranked Saturday morning network cartoon (CBS) behind *Teenage Mutant Ninja Turtles* (also CBS). The rights were acquired in a long-term deal from United Media Mendelson Productions. The show will be available in syndication on a barter basis beginning in September 1993.

For other late-breaking news, see "In Brief," pages 64-65.

## NEWS DEPARTMENTS

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one of the nation's leading researchers into television's future. "Your industry's going digital. Everyone here will be in the bit radiation business," he said, "and the separation of radio and TV will be arcane. You'll get licenses to radiate so many bits per second."

Negroponte was most controversial on the subject of high-definition television, whose current development he called "dead wrong." There is no evidence that anyone wants such wide-screen sets with high resolution; in-

deed, he said a better approach would be to offer NTSC pictures with greatly improved audio.

NAB's executive vice president for operations, John Abel, was another who endorsed the bit radiation approach. He and Michael Rau, senior vice president for science and technology, urged members to become active in data broadcasting, defined as the provision of all kinds of information to consumers, a business estimated to grow from \$180 million in 1990 to more than \$400 million in

## NAB'S 1992-93 BUDGET

### INCOME

	92-'93	Change from '91-'92
Radio dues	\$3,336,000	(-1.8%)
TV dues	3,650,530	(+0.6%)
Adjusted radio income	(115,560)	(-5.6%)
Adjusted TV income	(30,000)	(-2.2%)
Associate members dues	1,076,508	(+4.0%)
Annual convention net income	7,117,229	(+0.8%)
Radio convention net income	428,142	(+29.1%)
NAB services	1,101,500	(+12.9%)
Advertising income	152,100	(+128.7%)
Interest income	340,000	(-5.6%)
Miscellaneous income	30,000	(0%)
<b>TOTAL INCOME</b>	<b>\$17,086,449</b>	<b>(+2.1%)</b>

### EXPENSES

Government relations	\$2,981,273	(-10.8%)
Legal	1,046,851	(+3.3%)
Public affairs/communications	737,118	(-15.2%)
NAB services	1,001,612	(+4.6%)
Advertising	238,050	(+18.3%)
Science/technology	1,086,881	(+19.9%)
Research/information	1,222,739	(+4.7%)
Radio	861,834	(-3.8%)
TV	670,800	(0%)
Human resources/development	163,569	(+3.6%)
Meetings & special events	579,400	(-16.7%)
Conventions/exhibitions	19,900	(-4.9%)
General/administrative	6,373,664	(+2.0%)
<b>TOTAL EXPENSES</b>	<b>\$16,983,691</b>	<b>(-1.0%)</b>
<b>NET INCOME OPERATIONS</b>	<b>\$102,758</b>	<b>(NA)</b>

Footnotes: Board contingency, (\$75,000); Net income (expense), \$27,758; fund balance, \$3,702,118.



# CBS LATENIGHT

## BULL'S EYE!

**CRIMETIME FORCES LATENIGHT INTO A 3-WAY RACE! A PROVEN HIT! MAJOR GAINS IN RATINGS AND DEMOS!**

### CRIMETIME RATINGS\*

**UP 38%**

Tonight Show  
UP 4%  
Arsenio  
DOWN 3%

### CRIMETIME ADULTS 18-49

**UP 45%**

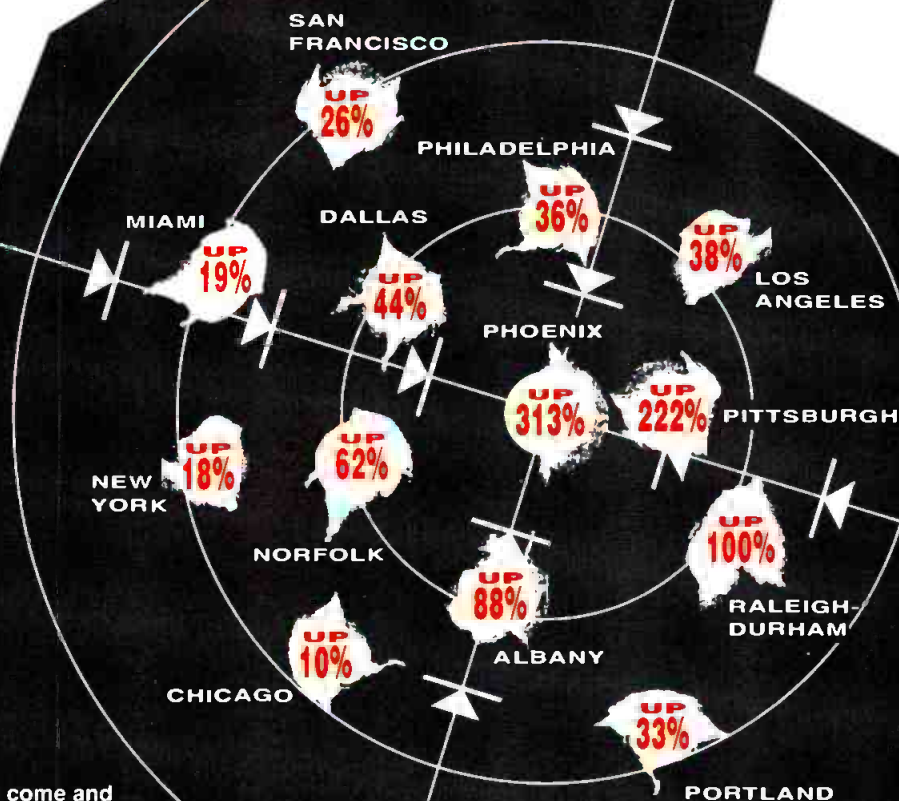
Tonight Show  
NO GROWTH  
Arsenio  
DOWN 4%

### CRIMETIME ADULTS 25-54

**UP 50%**

Tonight Show  
NO GROWTH  
Arsenio  
NO GROWTH

Others have come and gone. But *Crimetime* has come and **grown!** Making solid gains against the entrenched competition. And our ratings and demos are **still** climbing -- achieving our highest numbers **ever** in recent weeks!



\*Source: Based on NTL and NSS AA Households and Persons estimates. NTL 9/16/91-12/29/91 vs. 9/17/90-12/30/90. NSS 9/16/91-12/29/91 vs. 9/17/90-12/23/90. CRIMETIME year ago comparison based on CBS network programs scheduled M-F 11:30-12:30 am.

ARBITRON Local market household estimates based on November 1991 CRIMETIME program averages vs. comparable November 1990 Time Period averages.

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## Panasonic

1995. Among other reasons they cited was protection of existing spectrum now allocated to broadcasters. In what amounted to a "use it or lose it" warning, Abel said, "the industry will be challenged to make the most effective and efficient use of all its spectrum resources, or confront the possible alternative of having some of these assets reassigned on a nonex-

clusive shared allocation basis or, worse, having them reallocated to other competitive users."

The board adopted a 1992-93 fiscal year budget that anticipates income of \$17,086,449 and expenses of \$16,983,691, leaving a net income from operations of \$102,758. Radio dues are expected to total \$3,336,000, and TV \$3,650,530. The

biggest single income producer is the annual convention, expected to bring in \$7,117,229.

Former President Ronald Reagan was named to receive the NAB's Distinguished Service Award at this year's Las Vegas convention on April 13. The directors picked Naples, Fla. (the Ritz-Carlton Hotel), as the site of next year's winter board meeting. ■

## THE PRICE OF PERSUASION

**M**otion Picture Association of America President Jack Valenti remains not only one of the best-known lobbyists on the communications beat, but also the best paid.

According to BROADCASTING's salary survey of the presidents of the major Washington communications trade associations, Valenti earned \$750,000 in fiscal 1990, the last year for which his salary has been made public.

The salaries included here come from either the executives themselves or the associations' income tax returns (Form 990), which are made public because the associations are nonprofit.

Some of the information is one or two years old, due to differing fiscal years and the lag time between when the tax forms were filed and when they are made public.

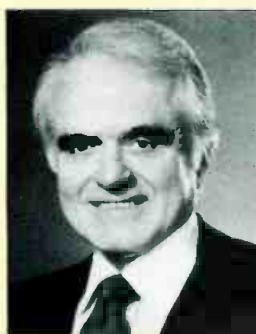
Valenti's fiscal 1990 salary is up from \$720,393 in fiscal 1989. The National Cable Television Association's Jim Mooney, who earned \$418,433 in fiscal 1989, report-

ed earnings of \$448,278 in fiscal 1990.

The National Association of Broadcasters' Eddie Fritts is third on the list, reporting \$274,996 in fiscal 1988 and \$325,008 in fiscal 1989.

From fiscal 1989 to fiscal 1990, the salary of John Sodolski of the United States Telephone Association jumped from \$199,635 to \$222,000. The Community Antenna Television Association's Steve Effros reported no increase from 1990 to 1991: \$220,000. Jim Hedlund of the Association of Independent Television Stations also held steady in 1991 at \$165,000.

At the Association of Maximum Service Television, Margita White earned a raise in 1991 from \$141,075 to \$150,000. For 1991, David Brugger, of the Association of America's Public Television Stations, reported \$131,390. David Bartlett has yet to complete a full year at the Radio-Television News Directors Association, but says he is being compensated at an annual rate of \$125,000.



**Jack Valenti, MPA**  
\$750,000



**Jim Mooney, NCTA**  
\$448,278



**Eddie Fritts, NAB**  
\$325,008



**John Sodolski, USTA**  
\$222,000



**Steve Effros, CATA**  
\$220,000



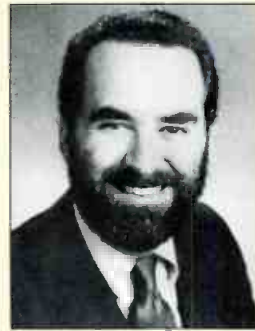
**Jim Hedlund, INTV**  
\$165,000



**Margita White, MSTV**  
\$150,000



**David Brugger, APTS**  
\$131,390



**David Bartlett, RTNDA**  
\$125,000

### THE NINE MOST WANTED

**How The Fifth  
Estate Rewards  
Its Association  
Leaders**



# FCC ALLOCATES INTERACTIVE VIDEO SPECTRUM

*Commission will hold a lottery for 500 khz licenses this year, and TV Answer believes it will gain 1.5 million viewers in the first year*

By Joe Flint and Peter Lambert

**T**he FCC has cleared the way for over-the-air, two-way Interactive Video Data Service (IVDS) to homes across the United States. At a Jan. 16 meeting, the commission, acting on a four-year-old petition by TV Answer Inc., allocated 1 mhz of spectrum (218-219 mhz) for IVDS and determined to regulate it as a personal radio service under Part 95 of the commission's rules.

TVA and Radio Telecom and Technology (RTT) propose to use the spectrum to provide interactive TV, home banking, shopping, bill-paying and other two-way data services to homes across the nation.

Applications will cost \$1,400, and the selection of two IVDS licensees per service area will be done by lottery. The ruling will require that licensees build 10% of their operations by the first year, 30% by the third and 50% by the fifth, or lose their license. To hedge against license trafficking, the rules prohibit transfer until 50% of an operation is built.

TVA intends to license its interactive technology and to operate systems. The company has spent more than \$50 million so far and projects between 1.5 million and 4 million users by the end of the first year of operation, beginning as soon as next fall.

The commission voted 4-0 (Commissioner Sherrie Marshall was unable to attend due to a family emergency), and Commissioner Ervin Duggan hailed IVDS as a potential boost for the broadcast TV business that "will help keep it in the game."

But not all the commissioners are as enthusiastic about IVDS's long-term viability. Said Andrew Barrett: "I question the longevity of the service; it seems to me that fiber optics or a very basic or plain cable can provide the service seemingly more efficiently." Barrett questioned why TV Answer would "spend the massive amount of time [and money] lobbying as they have done for a service that for all practical purposes can be provided now."

Concurring with Barrett, competitor

David Lockton criticized TVA's months-long media blitz. The president of Interactive Network Inc. (part owned by NBC), which delivers interactive services via public TV station FM subcarriers and telephone, Lockton said TVA ads in major newspapers have implied "that the FCC is making TVA technology the U.S. standard for interactive services." Wireless IVDS, he said, is "one of many, not the only" way to deliver interactive video-data.

Richard Miller, TVA chief operating officer, emphasized that TVA has "done everything we can to relinquish our technology monopoly, making it available to anyone [at a price] as close to giving it away as possible."

Miller said TVA has installed its central satellite earth station in Reston, Va.—step one of its initial \$13.5 million contract with Hughes Network Systems to interconnect up to 2,800 cell sites (at \$30,000 per site) in the first year and up to 30,000 sites in five or six years at an estimated \$120 million installation cost. Under TVA's plan, each of two 500 khz licensees in a service area would offer four or five channels of interactive service.

Mark Fowler, communications attorney and former FCC chairman (1981-87), has guided formation of a corporation Miller said marries foreign

funds and U.S. contractors such as Hughes.

TVA investors include Lorenzo Zambrano, engineer and chief executive officer of Mexican cement manufacturer CEMEX; Miguel Barragan, Mexican Coca-Cola bottler; Jose Zolano, founder of Mexican investment banking company Inver World Group, and Fernando Morales, inventor and president of TVA.

Perris, Calif.-based RTT, said nothing in the FCC ruling appeared to prohibit implementing its centralized (rather than cellular) system, which would share transmission antennas and coverage contours with broadcast TV, "a much more efficient and manageable approach," said RTT President Louis Martinez. RTT could operate in the two-cells-per-market approach but at a sacrifice of complex, high-data-rate services.

As for broadcaster participation in TVA, Miller said few local stations or cable operators have been among "several thousand" national and local telecommunications and other parties inquiring about the technology.

Currently unused, the IVDS spectrum was reallocated from the Automated Maritime Telecommunications System. The rulemaking also adopted technical requirements protecting channel 13 from interference. ■

## FCC MOVES TO MAKE SPACE FOR NEW SERVICES

**T**he commission proposed last week to allocate 220 mhz of spectrum between 1.85 and 2.20 ghz for emerging telecommunications technologies, frequencies now used primarily by state and local governments.

The reallocation means that existing fixed microwave users of those bands will have to relocate, which the FCC said would likely be done by new service providers buying out incumbents. Commissioner Andrew Barrett suggested that tax certificates could be used as an incentive for incumbent operators to shift from their current bands.

To reduce the impact relocation will have on current users, the FCC proposed permitting existing users to relocate to higher frequency fixed microwave bands or to alternative media with minimal disruption to their operations.

The FCC also proposed allowing existing band users to remain "co-primary," with new services for 10 to 15 years, or adopting a phased approach making specific blocks of spectrum available over a period of time. Existing facilities may also be allowed to operate during transition on a secondary basis or permit state and local government fixed microwave facilities to operate on a primary basis indefinitely.

-JF

# CABLE NETWORKS: COMING ATTRACTIONS

Press gathered in Los Angeles for annual presentation hears about USA's 'Quantum Leap,' HBO's Gary Shandling series, Showtime's Oliver Stone documentary

By Steve Coe

**T**he USA Network has acquired the off-network rights to *Quantum Leap* under a multiyear, multirun deal with MCA Television Entertainment. Neil Hoffman, vice president, programming, USA Network, made the announcement last Wednesday during the Television Critics Association press tour in Marina Del Rey, Calif.

The series, produced by Universal Television, debuted on NBC in March 1989, and was a favorite of former NBC Entertainment President Brandon Tartikoff. USA will debut the episodes on its fall schedule.

USA also announced ratings results showing the channel tied for first, with TBS, in prime time last year among basic cable networks. According to Nielsen, USA averaged a 2.2 rating during the 8-11 time period. The closest competitors to USA and TBS were ESPN with a 1.9 average and TNT with a 1.8. It is the second consecutive year that USA has finished first.

Other announcements made during the cable portion of the press tour were:

Gary Shandling will return to cable with an HBO series titled *The Larry Sanders Show Starring Gary Shand-*

*ling*. HBO has given the project a 13-episode commitment, and production will start in March with the first installment scheduled to premiere in June. Additional HBO programming announcements included three new original movies set for production: *Barbarians at the Gate*, starring James Garner; *Blue Ice*, a spy thriller starring Michael Caine, and the romantic comedy *Running Mates*, starring Diane Keaton. George Carlin will star in an *HBO Comedy Hour* special set to debut on April 25, and the latest slate of *America Undercover* documentaries include *Asylum*; *The Killing Machine: Confessions of the Iceman*; *My Mother's Murder*; *Love to Hate: Divorce in America* and *Abortion: Desperate Choices*.

Showtime's announcements included a one-hour documentary of Oliver Stone. The special is set to air in April to coincide with the debut on Showtime of Stone's "The Doors." Also, Bob Newhart has taped a one-hour special for the channel set to premiere during the second quarter of this year. *Bob Newhart: Off the Record* is the actor/comedian's first full-length, stand-up appearance in Los Angeles in 25 years.

VH-1, the music channel, announced two new original series and three pilot specials. The new series

are *The Gospel According to VH-1* and *VH-1 Inside Music Profiles*. The pilot specials are *Rock-n-Roll Cities*, *The Making Of...* and *VH-1 Hitmakers*. *The Gospel According to VH-1* debuts on Jan. 19, and *VH-1 Inside Music Profiles* premieres in March.

The Discovery Channel is set to debut *In the Company of Whales* on April 5 at 9-11 p.m. The two-hour special takes an in-depth look at the life of whales and the manmade problems that threaten their survival. Filmed on location around the world, the program is hosted by Dr. Roger Payne, one of the world's leading experts on whales.

Now in its 10th year, TNN is adding two new series to its lineup and restructuring three current series. *Star Talk*, a call-in program, is scheduled to debut on Monday, March 20, and will feature a host answering callers' questions about country music performers. *Austin Encore* debuts on April 10 and is a half-hour weekly series that features re-cut performances from *Austin City Limits*. TNN is also shortening *Nashville Now* to an hour from 90 minutes, and lengthening *Crook and Chase* and *American Music Shop* to 60-minute formats from their current 30-minute lengths.

Bravo announced a plan to begin corporate underwriting for some of its arts programming (see "In Brief"). To that end, Texaco Inc. has signed on as the first of the corporate underwriters with sole sponsorship of *Texaco Performing Arts Showcase*, which will showcase dance, theater, opera and classical music. Texaco's 18-month commitment begins Feb. 1.

Ed Turner, executive vice president of newsgathering, CNN, announced that CNN, in conjunction with the League of Women Voters, has invited President Bush and Republican candidate Patrick Buchanan to debate on Feb. 13 in New Hampshire prior to the primary held there Feb. 18. CNN also has invited the leading Democratic candidates to debate Sunday, Feb. 16. Both debates, if agreed upon by all those invited, would be carried live by CNN and would air at 8-9:30 p.m. on their respective nights. ■

## TALKING HOME SHOPPING

**I**TC Distribution is forging a partnership with cable's Home Shopping Network to produce a "transactional" format talk show strip, *Day to Day Live*, to be unveiled at this week's NATPE 1992 Program Conference in New Orleans. Starting with his formal presentations to rep firm executives following the Association of Independent Television Stations convention two weeks ago, ITC's senior vice president of sales, Ritch Colbert, according to rep sources, has met with mixed reactions to the show.

Slated to host the talk show are HSN's Bob Circosta and Gloria Loring, a former soap opera actress. The show apparently will feature guests such as an author who will discuss his or her latest book while an 800 phone number is superimposed on the screen, allowing viewers to buy the book through HSN's ordertakers.

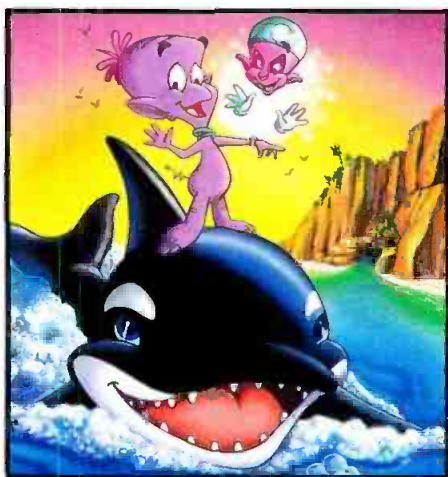
The targeted morning hour strip, according to rep sources, will be offered with a generous eight-minute local and four-minute national barter advertising split, in addition to stations receiving a percentage of the net revenues from 800-number sales. However, several reps said the local barter could be "worthless" if it doesn't achieve at least a 2 rating and questioned the amount of revenue stations can expect from HSN. ■





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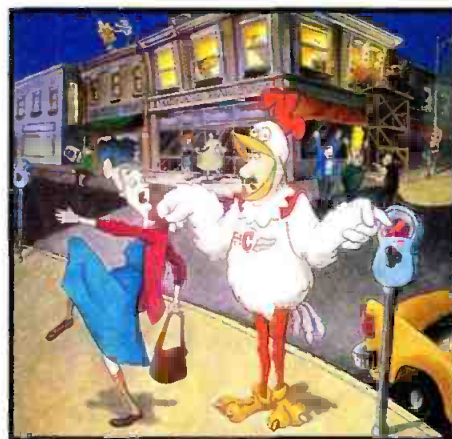


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BEHIND THE SCENES, BEFORE THE FACT

## WASHINGTON

### TEMPO PICKING UP

Tele-Communications Inc. may soon have its long-coveted license for a direct broadcast satellite. According to FCC sources, a staff proposal recommending grant of a DBS permit to TCI's Tempo Satellite is now on the desks of commissioners and likely is headed for their approval. TCI has talked about using the first DBS satellite as a new home for Primestar, an 11-channel medium-power service now on Satcom K-2. Primestar is owned by a group of cable operators, including TCI.

### POLICY PRIMER

Vice President Dan Quayle's Council on Competitiveness hopes to release its policy recommendations on communications—broadcasting, cable and telephone—within the month, sources say. Legal, legislative and regulatory recommendations should have real impact, as they will likely carry imprimatur not only of Vice President, but also of Office of Management and Budget and the Council of Economic Advisors.

## LOS ANGELES

### SHIFT OPPONENT

Kevin O'Brien, vice president and general manager, KTVU(TV) San Francisco, has urged the FCC, in a letter dated Jan. 9, to prohibit competitors KPIX-TV (CBS) and KRON(TV) (NBC) from shifting the start of their prime time schedules one hour earlier to 7 p.m. next month. O'Brien said the shift would lead to "a decline in competition in my market" with KTVU coming out on the short end. Ultimately, said O'Brien, the shift could also cause "San Francisco to lose a news voice" (KTVU's highly rated 10 p.m. newscast). He also said the shifts would skew the results of a similar prime time shift experiment now going on in Sacramento (NBC's KCRA-TV), because both KPIX-TV and KRON are significantly viewed in the Sacramento market.

### PARTICIPATORY 'PRICE'

Mark Goodson Productions is talking with CBS about possibly adding a viewer participation, interactive component to *The Price Is Right*. Ex-

ecutives at both companies said it was premature to discuss details and a decision is not imminent.

### LAUNCH TIME

Along with Paramount Domestic Television's expected launch this week of its *Star Trek: The Next Generation* spinoff (working title of *Deep Space Nine*) and *Untouchables* revival will likely be an announcement concerning another show, *Love at First Sight*. It was thought the slated fall 1992 romance-based gamedy was shelved, but it will instead be introduced in a slow rollout on the Paramount Stations Group's O&O independents this summer, for eventual national release in 1992-93.

In other news, a Paramount source says that "Untouchables" theatrical director Brian DePalma will likely accept a "background" supervisory role on *The Untouchables* series.

### OLYMPIC DEAL

The organizers of the 1996 Olympics in Atlanta have struck a \$250 million deal with the European Broadcasting Union, about three times what the EBU paid for this summer's Barcelona Games. The increase, double what organizers were expecting, is believed to be most closely tied to the rising competition among Europe's broadcasters.

## CASTRO VALLEY

### CHANNEL CHOICES

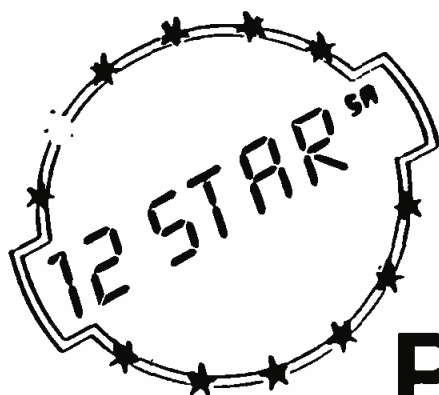
Viacom Cable has begun a fiber rebuild in Castro Valley, Calif., which, come next Oct. 15, will become the MSO's "laboratory" for simultaneously marketing up to 15 distinct channel lineups. Preliminary marketing plans for the 15-node, 80-channel fiber-to-feeder system include near video on demand and multiplexing of Viacom and other pay and basic program services.

## SECRET WORD: MONEY

**A**lready going into the NATPE International convention in New Orleans with close to 70% U.S. coverage, a benchmark often not met until late spring or summer for fall launches, Carsey-Werner Distribution's *You Bet Your Life*, the half-hour access gamedy targeted for fall 1992 debut, also has reportedly sold half of its national barter inventory (225, 30-second commercial units) to at least five major national retailers, each committed to roughly 10% shares of the inventory (52 commercial units).

According to industry sources, Group W Television Sales, the barter agent for *You Bet Your Life*, has garnered \$90,000-\$100,000 per unit, or roughly \$20.2 million-\$22.5 million in gross barter revenues (before taking its 15%-20% agency commission). Group W is withholding the remaining inventory (225 units) to sell in the fourth-quarter upfront market. If *You Bet*'s rumored optimum spot rate came in at the higher \$100,000 per-unit estimate, Carsey-Werner Distribution would stand to gross roughly \$55 million for its one minute of barter advertising, plus whatever its take will be from the as yet undisclosed cash license fee. —MF





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# ADDED ATTRactions

BROADCASTING's writers and editors are at work on a number of special reporting assignments scheduled (\*) to appear during the next few months. Among the more prominent prospects:

**FEBRUARY  
10**

## Station and Cable Trading

BROADCASTING's annual summary of the just-finished year's radio and TV station and cable system sales.

**MARCH  
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## Baseball

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**APRIL  
6**

## Pre-NAB

BROADCASTING's annual advance of the industry's biggest gathering. Includes a preview of the technological cornucopia to be seen on the exhibit floors.

**APRIL  
13**

## NAB

BROADCASTING will be where the broadcasters will be—Las Vegas—for the National Association of Broadcasters 70th annual convention.

**APRIL  
27**

## NAB Technology

BROADCASTING's annual summary of the equipment that made news on the exhibit floor of the NAB convention.

\* Dates subject to change

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# Television

## ABC HAS DESIGNS ON DELTA BURKE

*Comedy from 'Twin Peaks' creators is also on tap at network*

By Steve Coe

**D**elta Burke, late of CBS's *Designing Women*, has hooked up with ABC, where the network has signed the actress to star in a half-hour comedy series that could debut as early as next fall. Bob Iger, president, ABC Entertainment, told the Television Critics Association press tour audience (Jan. 11).

Barry Kemp, creator and executive producer of ABC's *Coach*, will serve as co-creator and co-executive producer on the untitled Burke project, along with Miriam Trogdon, co-producer of *Major Dad*, the CBS series in which Burke's husband Gerald McRaney stars. The series, set to be produced at Universal Studios, will be a joint production of Burke's Perseverance Inc. Productions, Kemp's Bungalow 78 Productions and Universal Television.

Iger also said that *On the Air*, a half-hour ensemble comedy from David Lynch and Mark Frost (*Twin Peaks*), a holdover from last year's development crop, will premiere later this season. *On the Air* is set in 1957 and follows the experiences of the cast and crew of a variety show that suddenly becomes a hit despite the blunders of those involved. Lynch and Frost are executive producers and writers of the LynchFrost Production, their first foray into half-hour comedy.

Questioned about the network's decision to schedule previously aired *Columbo* movies in the troubled Thursday 8-10 p.m. slot, Iger defended it, saying he expected the movies to improve the ratings, and the fact that the shows would be less expensive programming than regular series "was an added bonus."

As for the decision by Twentieth Television to stop production of *Anything but Love* due to the perceived lack of syndication value of the show, Iger acknowledged that ABC played a



Bob Iger meets the press

part in the decision made by the studio. According to Iger, Twentieth Television Chairman Lucie Salhany and Harris Katleman, president, Twentieth Television, asked ABC for a higher license fee for the show, saying "they were losing a few hundred thousand dollars on every episode they produced, and didn't see any rosy

prospects for its future in the syndication marketplace." Iger said he told Salhany and Katleman he thought the license fee was "adequate," but suggested cutting back the number of episodes produced to save money. From there, Twentieth Television decided to discontinue production on the series. Iger emphasized the show has not been canceled and is not dead.

ABC was able to allow the production stoppage because, as Iger said, "we had enough product to fill all the scheduling slot on our air this season." He described ABC's current inventory as "overbought," and as a result "we did not need all 22 [episodes] to fill out the Wednesday 9:30 time period for the rest of the season."

However, if the network had needed the full 22-episode order that had been contracted for, "they [Twentieth Television] would have been forced to stay in production, even under what they considered to be dire financial circumstances," Iger said. ■

## CBS GETS SERIOUS ABOUT SERIES

*At press tour in Los Angeles, network unveils plans for five new series and a number of miniseries.*

By Steve Coe

**N**ew series from Diane English, Linda Bloodworth-Thomason and David E. Kelley are in the works for CBS's fall schedule according to Jeff Sagansky, president, CBS Entertainment. In addition, the network will debut five new series during the summer, exhibiting an ever more aggressive approach to the once dormant season. Sagansky, speaking before members of the Television Critics Association press tour last Tuesday (Jan. 14), also said CBS will "be very aggressive" in the area of miniseries,

airing five over the next 18 months. CBS's first prime time season victory in 10 years, the announcements come at a time when the network's success has been tempered somewhat by observations that its schedule is loaded with sports, specials and stunts rather than solid series strength. Sagansky appeared to answer critics by focusing much of his press conference on future series projects.

Series expected to be ready for the fall include a half-hour romantic comedy from Diane English starring John Ritter and Markie Post and set in a senator's office. *Picket Fences* is an





CBS's Jeff Sagansky

hour drama from David E. Kelley, former executive producer of *L.A. Law*. The Kelley project follows the lives of a family in a small Wisconsin town. Sagansky said the pilot script for the 10 p.m. project was the best he's read since the pilot script for *Northern Exposure*. *Johnny Bago* is an hour action-comedy from Robert Zemeckis and Frank Marshall as executive producers. Zemeckis will direct the pilot episode. Linda Bloodworth-Thomason, creator and executive producer of *Designing Women* and *Evening Shade*, will create and produce another half-hour comedy. The writing team of Cheri Eichen, Bill Steinkellner and Phoebe Sutton, all former executive producers of *Cheers*, will team with Bob Newhart for his next CBS comedy. In addition to the above series, Sagansky said pilot commitments have been given to projects starring Shelley Long and Sherman Hemsley, with the Long project beginning production in February.

Sagansky also announced five series that will debut this summer: *Grapevine*, from David Frankel of *Doctor, Doctor*, is a contemporary look at adult relationships; *2000 Malibu Road*, from Terry Louise Fisher, focuses on four women of different backgrounds who share a beach house. Without giving any details, Sagansky said the network has deals for three other projects, all hour dramas.

While acknowledging that CBS hasn't been much of a player in the miniseries area, Sagansky said future miniseries that CBS airs will be used as "tent poles" in sweeps periods to boost surrounding programming, and suggested the upcoming minis will "put us on the map over the next 18

months." The five miniseries begin airing this May with *The Intruders*, starring Richard Crenna and Mare Winningham. The four-hour project is drawn from experiences of people claiming contact with extra-terrestrials.

*Sinatra* is a five-hour miniseries based on the life of Frank Sinatra, produced by his daughter, Tina Sinatra. Sagansky said the project "will not be a puff piece."

*Queen* (tentative title) is a six-hour drama combining the talent of *Roots* author Alex Haley and David Wolper, who worked with Haley in bringing *Roots* to television.

Sagansky said that *The Fire Next Time* is "possibly the most important miniseries we will air." The four-hour project, which takes place in the future, focuses on a family's efforts to migrate from Louisiana to Canada after global warming brings drastic

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*Return to Lonesome Dove* is a six-hour sequel to *Lonesome Dove*, which garnered critical and ratings success for the network two years ago. Most of the stars from the original miniser-

ies are expected to return, including Tommy Lee Jones. The script is being written by John Wilder in consultation with Larry McMurtry, who wrote the original novel.

"Scarlett," the bestselling sequel to

Margaret Mitchell's "Gone with the Wind," will be adapted for television as an eight-hour miniseries. Sagansky said production on the project, which will film all over the world, begins this fall. ■

## TOO FEW NEW SHOWS TO CARRY A SEASON, BLAIR SAYS

*With fewer program choices, stations advised to use incumbents to protect debut entries*

By Steve McClellan

**D**on't rely on new syndicated programs alone to get through the 1992-93 television season. That is the advice from Blair Television to client stations on the eve of the NATPE convention.

This development season has been perceived as among the least prolific in recent years. Blair TV programming Vice President John Rohr says that "the pace of first-run strip development has slowed because the market is being squeezed by a surplus of low-cost barter time on the advertising side and low, or nonexistent, license fees on the station side."

Rohr urges stations to schedule conservatively, retaining incumbent strips when possible and using them to protect new shows in adjacent time periods. "It seems clear stations will need to protect their audience position in a market that, overall, will see fewer programming choices, more barter programming and a difficult advertising environment."

Rohr and colleagues Garnett Losak and Teri Luke will make their presentation to Blair clients at the convention. One concern they will raise is what they see as a shortage of adult-oriented sitcoms in the pipeline, which tend to get the highest ratings among off-network fare.

Among off-network sitcoms, *Coach*, *Empty Nest* and *Family Matters* are worth looking at, says Blair, which praises *Coach* for "unusually flexible" barter terms (only two years, and not kicking in until 1994, the second season in syndication). *Nest*, it says, has the potential to perform on a par with *Golden Girls*, while *Family Matters* is a "good fit" for independents, given the double-run requirements.

Blair also urges stations to take a look at *Superboy*, now being stripped, as a transition vehicle; *Wiseguy* as a

first-run counterprogram, and *In the Heat of the Night* as an action alternative.

Blair is critical of Carsey-Werner's *You Bet Your Life* for being slow-paced, but says Bill Cosby's presence as host could overcome that problem. *Life* is already cleared in about 70% of the country.

Blair also questions whether TPE's *Star Search* will succeed as a strip. Noting the show's track record of success as a weekly for the last nine years, the rep cautions that "stripping a show Monday through Friday is an entirely different challenge."

As for daytime talk shows, Blair says Vicki Lawrence's comedic talent "should help carry [her new show from Group W], which should not be nearly as guest-driven as the unsuccessful *Woolery*." Blair describes Viacom's Montel Williams, whose talk program is in the middle of a year-long rollout, as a "compelling young personality" who "brings issues to life." Blair did not seem too high on Multimedia's *Jerry Springer* talk show. "Limited clearances on a slow rollout basis have so far failed to generate a great deal of interest," the rep says. It appears that MCA's *Kitty Kelley*, Blair says, "will be a show-

case for scintillating gossip."

The Blair TV executives believe the late-night daypart represents "one bright spot" in the development season this year, with Genesis's *Whoopi Goldberg*, Multimedia's *Rush Limbaugh* and Tribune Entertainment's *Dennis Miller* all vying for attention. "That's particularly encouraging," says Rohr, "since late-fringe advertising remains stronger than in other dayparts. And independents and affiliates can compete for the same product and hope to deliver comparable ratings."

In the gamey area, Blair says Twentieth's *Studs* has increased most of the time periods it's been in so far, while the new *That's Amore* (Group W) could make an "amusing companion to *Love Connection*. *How's Your Love Life?*, (Viacom) says Blair, is a "forum for shock humor best suited for late fringe."

In the weekly arena, the rep gave a plug to *Famous Hollywood Mysteries*, a magazine from sister company Blair Entertainment. Other new weeklies worth a look, according to Blair, are *America's New Country* (America's New Country Productions); *HBO Stand-up Comedy Showcase* (Warner Bros.); *Life Choices* (medical magazine) and *Super Trax* (MG Perin). ■

## VICKI AND JERRY GET KATZ NOD

By Mike Freeman

**M**ultimedia Entertainment's *Jerry Springer* and Group W Productions' *The Vicki Lawrence Show* are the strongest new first-run talk offerings, according to a Katz Television presentation to be delivered this week to client stations at NATPE.

Among the recommended gameys are Carsey-Werner Distribution's *You Bet Your Life* and *How's Your Love Life?*, the dating strip from the Katz/

Viacom programming consortium.

Katz taped the presentation as though it were an episode of *Sally Jessy Raphael*, with Raphael quizzing a panel comprising Katz executives John Von Soosten, Bill Carroll, Michel Praver, Ruth Lee, Bill Hall and Joyce Rodriguez.

Carroll recommended that Katz-repped stations give first consideration to *Jerry Springer*, which Multimedia is currently testing in a handful of markets, to fit into an "issue-oriented



morning talk show block," with *Geraldo* or network morning talk shows. As for Group W's *Vicki Lawrence*, Carroll suggested her comedic background provided an "entertaining, light-hearted" format suited to the stations' morning needs.

Praver, positioning Carsey-Werner's *You Bet Your Life* game show as more of a "sitcom transition vehicle," gave his recommendation to stations to sandwich the half-hour with an *Entertainment Tonight* or *Jeopardy!* in access.

Meanwhile, Lee called Twentieth Television's *Studs* "reminiscent of *Dating Game*'s youth appeal," noting that example may lead the former to tone down its racier late-night content so it could make a move into more early fringe and access next fall.

With Rodriguez emphasizing that ratings data indicates a majority of game shows skew heavily to 50-plus demographics, while gamedies primarily attract 18-34 demographics, Von Soosten said that Katz/Viacom's *How's Your Love Life?* will "cater" to younger-skewing audiences. He

said independents will have a strong *Love Life* counterprogramming tool against affiliates' daytime and access talk shows and news magazines.

When asked if the rep firm felt there was any conflict about recommending a program that Katz helps produce, Von Soosten responded: "We wouldn't be involved with *How's Your Love Life?* if that wasn't something we believed in. In developing this with Viacom, we looked at a lot of different concepts. This show happens to be the best one. We have recommended it could be put together with *Love Connection* [Warner Bros.] or *That's Amore* to form a romance block for independents."

In the off-network sitcom arena, Von Soosten said that Viacom's *Roseanne* is the "best choice" among the 1992-93 sitcoms for independents' early fringe and prime access comedy blocks, although Viacom has nearly completed its sales effort for next season. Beyond that, he said Paramount's *Dear John* would have flexibility to be scheduled in access or late-fringe time periods, while Turner Program Ser-

vices' *The Wonder Years* could be a secondary acquisition for early fringe or access on independents.

Looking forward to 1993-94 sitcom entries, Katz reps touted MCA TV's *Coach* (some stations may opt to trigger it in 1994-95) as a stronger male-skewing vehicle for access or late night, while secondary recommendations went to Twentieth Television's *Doogie Howser, M.D.* and Warner Bros.' *Family Matters* for early fringe. As for 1994-95, if these sitcoms indeed get the go-ahead for launch, Twentieth's *The Simpsons* and Paramount's *Wings*, according to Praver, will have a broad kids and adult appeal. He added that Paramount's *Wings* could have a "Cheers-like adult appeal."

Among 1992-93 off-network hour drama entries, Hall gave his seal of approval to MGM/UA's *In the Heat of the Night* and secondary nods to Viacom's *Jake and the Fatman*, Cannell Distribution's *The Renegade* and Worldvision's *Night Heat*. Hall declined to give final recommendations for the 1993-95 seasons. ■

## SYNDICATION UPDATE

Among the latest program offerings at this week's NATPE 1992 Program Conference in New Orleans...

■ The Peter Rodgers Organization is bringing out *Only in Hollywood*, a half-hour weekly produced by Peter Jones Productions (26 originals, 26 weeks of repeats).

■ Newgard Entertainment has acquired the distribution rights to *Hard and Heavy*, a half-hour magazine-formatted music series featuring the top-selling hard rock groups in the record business. The series is being sold on a straight cash basis.

■ I.A. Entertainment has acquired worldwide rights to *Janken Man*, an animated half-hour series (50 episodes) from Japan's Ido International Co., and *The Last Canoe*, a 30-minute documentary about changing lifestyles in Brazil, from Mighty Pen Productions. I.A. Entertainment, in association with Tulchin, Traney & Co., will also be offering *Blackbird Fly*, a half-hour film short about a teenage girl's struggle to free herself from her sexually abusive father (starring Whoopi Goldberg, Rain Pryor, Garrett Morris and Esther Rolle).

■ JCS Syndication Services (booth 1421 at NATPE), based in Los Angeles, is offering *City Heat*, a 15-title film package, on a straight cash basis. Titles include "Blood Money" (starring Wings Hauser and Karen Black), "The Last Riders" (Erik Estrada) and "L.A. Heat" (Jim Brown and Lawrence Hilton-Jacobs).

■ Litton Syndications, a Baltimore-based distributor, has just signed a representation agreement with Hawaiian Tropic/Bennett Productions to handle the station

sales of four hour-long specials being distributed under the banner of "Beach Barter Bingo." The specials are being offered this summer with 6½-minute local/5½-minute national barter splits. Litton also reports that among clearances for its *Zoo Life with Jack Hanna*, a half-hour weekly first-run series for spring 1992, are ABC O&O's WABC-TV New York and KABC-TV Los Angeles.

■ Grove Television Enterprises and the Black Entertainment Television cable network have signed an agreement whereby Grove, a Chicago-based distributor, will syndicate a live telecast of *Teen Summit: How Far Have We Come?*, a town hall-style meeting coinciding with Black History Month this February. The special will be carried live via satellite from an Atlanta high school on Feb. 29.

■ Palm Springs-based Promark Entertainment has concluded a distribution agreement with Jack Palance (most recently in "City Slickers") to host *Legends of the West*, an hour-long documentary special about the American West. David Levine, president of Promark, says the March special will be offered on a barter basis with an option of 13 half-hour episodes available for fall 1992. Promark has also renewed *Travel Travel* in 65% of the U.S. for its year in weekly syndication.

■ MG Perin will be introducing an hour weekly urban contemporary series, *Night Heat*, as a showcase for black musical artists and bands.

■ The Producers Entertainment Group has given a firm go to the production of 26 episodes of *Hollywood Babylon* for fall 1992.

# THE CHANGING PLAYING FIELD

By Rich Brown

**T**he next round of major sports rights negotiations is likely to result in a number of changes in the way deals are made, with TV networks possibly tapping into some of the revenue streams that have traditionally been enjoyed by the leagues themselves, according to TV sports executives speaking last week at Sport Summit 92 in New York.

With multimillion-dollar losses mounting on the major TV sports contracts, TV executives attending the Summit were quick to predict lower rights fees during the next round of dealmaking. The networks will be seeking to avoid such setbacks as those suffered by CBS Sports, which last November reported losses totaling \$604 million on its current TV sports contracts with Major League Baseball and the National Football League. But lower rights fees might be just one of the changes in store as the networks and sports franchises try to come to terms with a faltering economy.

"I don't see the networks bearing any risk in the future," said Jim Spence, president, Sport Television International, and a former senior vice president of ABC Sports. Spence, who last year represented the World League of American Football in its contract negotiations with ABC and USA, said the networks have already begun to change the way they make deals.

He said the WLAFF deal, for example, includes a "downside protection device" that protects the rightsholders from any ratings shortfall. Spence said ABC also had come close to gaining an equity position in the league, although the parties had not been able to come to terms on the matter by the close of the deal. Spence said the networks are likely to increasingly seek such equity deals in future sports rights negotiations.

Don Corsini, vice president of programming and production for Prime Ticket Network, said the networks in future deals will have to be included in the additional revenue streams—such as those from stadium signage, mer-

## Cajun Karaoke?

A new addition to NATPE-related celebrations in New Orleans this week is Genesis Entertainment's *Karaoke Showcase* party at the Cat's Meow Karaoke club at 701 Bourbon Street this Wednesday (Jan. 22) at 10 p.m.-3 a.m. Pioneer Laser Entertainment, manufacturer and provider of Karaoke equipment to the slated fall 1992 weekly, will be handing out \$5,000 in prizes (home Karaoke systems) to the best convention crooners.

*Karaoke Showcase* is a weekly sing-along series.

## TGIW?

Other programmer parties slated for NATPE: Tribune Entertainment's rock 'n' roll bash featuring Chuck Berry, Gary U.S. Bonds, Bowzer & The Stingrays and Three Dog Night will be a major draw at City Lights (310 Howard Street); and contenders from the Crescent City will be taking on *The American Gladiators* in the Superdome (7 p.m.) as part of Samuel Goldwyn Television's introduction of "The American Gladiators Live Tour," which will also be traveling to cit-

ies across the country this year. As for Tuesday (Jan. 21): King World will be throwing a party at the New Orleans Fairground (7:30 p.m.); shuttle buses will depart from hotels at 6:30 p.m.) featuring The Four Tops for the second year in a row, and Viacom Enterprises, which hosted a San Francisco Bay cruise at INTV two weeks ago, will serve as host for international NATPE convention-goers at The Royal Sonesta Hotel (300 Bourbon Street, 7:30 p.m.).

## Video views

The Public Broadcasting Service is lining up a number of critically acclaimed directors—including Charles Burnett (*To Sleep with Anger*), David Henri Hwang (*M. Butterfly*), Greg Nava (*El Norte*) and Peter Sellers (*The Death of Klinghoffer*)—for a new miniseries, *East of Western*. The KCET(TV) Los Angeles/Colossal Pictures co-production, currently being scripted, will be set at a shopping center near Western Avenue in Los Angeles, and each week will feature the same story interpreted by directors with distinct ethnic backgrounds.

## Spielberg's 'Animaniacs'

Word has it that the yet-to-be announced Steven Spielberg animated strip that Warner Bros. Domestic Television will be supplying the Fox Children's Network—part of WBTD's long-term cartoon output deal with Fox—is *Animaniacs* for the 1993-94 season. According to a New York rep source, *Animaniacs* would be squeezed into FCN's weekday 3-5 p.m. schedule, likely replacing *Tom and Jerry Kids*. Given the fact that FCN will begin airing Warner Bros.' *Batman* cartoon at 4:30 p.m. and picking up Spielberg's *Tiny Toon Adventures* from syndication (to air at 4 p.m.) next season, the source said FCN President Margaret Loesch could schedule *Animaniacs* next to *Tiny Toons*, while *Beetlejuice* would be paired with *Batman* for the 1993-94 season.

"Warner Bros. and Spielberg are only in the early stages of development, but it has been widely assumed that they'll develop a lighter, 'Roger Rabbit'-style cartoon to contrast the darker tone of *Batman*," the rep source concluded.

chandising, concessions, home video, international and domestic syndication—currently enjoyed by the leagues themselves.

"The traditional rules no longer apply," said Corsini. "Now is really the time for innovation in our business."

Spence said there are also likely to be a growing number of time buys in which the sports organizers buy network time and arrange the production

themselves. Such a time buy remains a strong possibility domestically for World Cup 1994, according to Summit attendee Alan Rothenberg, chairman of the quadrennial event.

"Rather than struggling with the networks over price negotiations, it's a way for the organizer to totally control the product and avoid the wrestling matches with the networks," said Spence. ■

**BI-COASTAL**  
Keeping up with the TV set  
from Burbank to Sixth Avenue



# DEAR CBS: BELL'S ADVICE AND MALARA'S DISSENT

**T**he debate between networks and affiliates has a new chapter. A recent letter from Alan Bell, president of Freedom Newspapers Broadcast Division, to CBS launched

the salvos by saying CBS was in danger of becoming just a "syndicator with a bigger office building."

Several weeks later, a reply from Tony Malara, CBS affiliate relations

president, countered that the shortcomings CBS noticed were in affiliate clearances.

BROADCASTING reprints both letters in their entirety.

Dear Tony:

As much as I enjoy a good round of Indian wrestling, I am not writing to hassle you about CBS's plans to reduce station comp on a continuing basis. I think we all recognize that the world has changed--for everyone.

More productive than a quarrel, I think, would be a heightened sense of the risks that CBS faces as it alters its custom-made distribution system.

This week's edition of BROADCASTING has two stories (see headlines below) with no apparent connection, but in many ways, the problems of Dick Robertson at Warner Bros. and the problems of Tony Malara at CBS are joined at the hip.

Getting shows cleared on television stations is a nasty business these days. There are more shows. There are more syndicators. There is more rating information delivered faster. There are more trade papers. There are more reps. There are more rep program "experts." There are more fax machines. The "time float" for decision making has been reduced to hours. We all know this, but no one knows it more painfully than Warner's Dick Robertson, who is about to lose one, if not more, shows to the quick hook of first-run syndication, a corrosive environment best compared to breathing on the surface of Mars without a helmet.

I used to work with Robertson at Lorimar. Some of my best friends are syndicators. I'm married to a syndicator. I know what it's like for them.

If I told a syndicator that they could get a show on 200 stations overnight, and keep it there until it caught on or until it was killed by the syndicator's decision, they'd fall down in a faint: nobody should have it so good.

Would 'Northern Exposure' have survived the quick hook of syndication? 'M\*A\*S\*H'? '60 Minutes'? Probably not, probably not and definitely not.

Keeping stations' hands away from the quick hook is the singular advantage that networks have in setting trends, changing tastes, and forging profitable leadership positions. A network without comp is a syndicator with a bigger office building than King World, but just another syndicator.

As you and your associates work at preserving free, over-the-air network television, keep in mind that there, but for the grace of compensation, goes another first-run syndicator. And, these days, that's not a set of business problems for which to volunteer.

Years ago, I ran across a funny term that defines what's at issue here, for you and us: "iatrogenic intervention." It's used to caution new doctors, and it means, roughly, "We know you're well intentioned, but whatever you do, make sure you don't make it worse."

Sincerely,



Alan J. Bell

## CBS, AFFILIATES TO REEXAMINE 'PARTNERSHIP'

In wake of predicted \$100-million loss this year, more compensation cuts are likely as committee explores options including affiliate interest in network

## GIVE NEW SHOWS MORE TIME, SYNDICATORS SAY

Warner Bros.: Robertson assails 'quick trigger mentality' at TV stations

Dear Alan:

Thanks so much for your recent correspondence. I'm sorry that you and Sally will not be able to join us at the Olympics. We'll toast a toddy to you in absentia.

Your paper on "Iatrogenic Intervention" was thoughtful, provocative and articulate. However, I believe your conclusion is flawed. Do you really believe that compensation is the only difference between a first-run syndicator and a network? I can't believe that. Name a first-run syndicator who provides almost 20 hours of programing every day. What a great deal! You all provide us access to your audiences--time to sell national advertisers--and we provide you with hundreds of millions of dollars worth of programing and your own sales opportunities. At no cost! Name a first-run syndicator who can provide the world's leading sports events in outstanding production...up to 500 hours a year. Name a first-run syndicator who can put a Dan Rather, Peter Jennings or Tom Brokaw in front of a multimillion-dollar-a-year worldwide news organization...those same news organizations which provide hundreds of local interest stories from national and international locations not easily or efficiently accessible to most local stations. Name a first-run syndicator who has the resources, the passion or the commitment to invest over one billion dollars a year to provide continuous schedules of drama, comedy and top-flight movies.

We haven't even scratched the surface here. How about the inestimable value of the network promotion departments and the ability of a network to promote both vertically and horizontally...very important and underestimated features of network television.

Before we start talking about accepting sole responsibility for keeping a system intact, let's not forget pre-emptions. Affiliates have always taken their opportunities...sometimes with devastating results to the network. Currently, prime time pre-emptions are up about 4%.

While your group performs ably here (Red Sox baseball notwithstanding), CBS affiliate pre-emptions for Billy Graham have cost us .3 of a rating point for the week ending Nov. 3. We came in second.

Where does this all lead? I know you can respond with an equally impressive litany. Let's face it, Alan, we're in this together. We both have an obligation to keep this free-over-the-air television system alive and well. You're absolutely correct that compensation is more than money. We need to move carefully, slowly and with great sensitivity. I believe that we are up to that challenge. Both of us. Your comments and your interest are important to us and to the system. Let's keep in touch.

Peace...



# Broadcasting's Ratings Week Jan6-12

	ABC	CBS	NBC	FOX
<b>MONDAY</b>	15.0/23	17.2/27	12.3/19	NO PROGRAMING
8:00	35. FBI: Untold Stories 13.5/21	18. Evening Shade 15.5/24	18. Fresh Prince 15.5/24	
8:30	28. American Det. 14.2/22	11. Major Dad 16.9/26	43. Blossom 13.0/20	
9:00		5. Murphy Brown 19.6/29		
9:30	17. ABC Monday Night Movie—Survive the Savage Sea 15.6/24	8. Designg Wmn 18.2/28	59. NBC Monday Night Movies—Murder Without Motive 11.3/18	
10:00		13. Northern Exposure 16.5/26		
10:30				
<b>TUESDAY</b>	16.5/26	12.6/19	13.2/20	NO PROGRAMING
8:00	9. Full House 18.0/27		70. I'll Fly Away 10.1/15	
8:30	6. Home Improvmt 18.8/28	14. Rescue: 911 16.3/24		
9:00	3. Roseanne 22.4/33		26. In the Heat of the Night 14.7/22	
9:30	6. Coach 18.8/28	61. CBS Tuesday Night Movie—Miles From Nowhere 10.8/17		
10:00	66. Homefront 10.4/18		25. Law and Order 14.8/25	
10:30				
<b>WEDNESDAY</b>	10.6/17	12.3/20	12.9/21	NO PROGRAMING
8:00	54. Dinosaurs 11.7/19	55. Davis Rules 11.6/19	21. Unsolved Mysteries 15.2/24	
8:30	42. Wonder Years 13.1/20	71. Brooklyn Bridge 9.9/15		
9:00	38. Doogie Howser 13.4/20	47. Jake and the Fatman 12.8/20	48. Seinfeld 12.6/19	
9:30	68. Anything B/Love 10.3/16		57. Night Court 11.4/18	
10:00	83. Civil Wars 7.5/13	40. 48 Hours 13.2/23	57. Quantum Leap 11.4/20	
10:30				
<b>THURSDAY</b>	13.4/21	11.7/18	15.3/24	11.8/17
8:00		60. Top Cops 10.9/17	23. Cosby 15.0/23	31. Simpsons 14.0/21
8:30	39. Columbo 13.3/20		40. Torkelsons 13.2/20	73. Herman's Head 9.4/14
9:00		51. Street Stories* 12.0/18	12. Cheers 16.7/25	53. Beverly Hills 90210 11.8/17
9:30			24. Wings 14.9/22	
10:00	35. Primetime Live 13.5/22	50. Knots Landing 12.3/20	16. L.A. Law 16.1/27	
10:30				
<b>FRIDAY</b>	13.2/22	12.4/21	12.8/22	6.0/10
8:00	34. Family Matters 13.7/23	28. CBS Friday Movie Special—Gunsmoke: To the Last Man 14.2/24	65. Days of Our Lives Special 10.5/18	83. America's Most Wanted 7.5/13
8:30	43. Step By Step 13.0/21			90. Hidden Video 4.9/8
9:00	56. Baby Talk 11.5/19		33. Soap Opera Awards 13.9/24	93. Best of the Worst 4.2/7
9:30	66. Perfect Strngs 10.4/17			
10:00	21. 20/20 15.2/26	75. Hearts Are Wild* 8.7/15		
10:30				
<b>SATURDAY</b>	9.7/17	10.1/17	12.3/21	6.7/12
8:00	78. Who's the Boss? 8.0/14		30. Golden Girls 14.1/24	79. Cops 7.6/13
8:30	79. Growing Pains 7.6/13		52. Walter and Emily 11.9/20	75. Cops 2 8.7/15
9:00		63. CBS Saturday Movie—The Untouchables 10.7/18	27. Empty Nest 14.4/24	89. Paul Rodriguez: Behind Bars 5.2/9
9:30	63. ABC Wide World of Sports Special 10.7/19		43. Nurses 13.0/22	
10:00			69. Sisters 10.2/18	
10:30		85. All in the Family 7.3/13		
<b>SUNDAY</b>	11.1/17	20.8/32	11.8/18	8.7/13
7:00	77. Life Goes On 8.2/13	2. NFC Post-Game 25.1/41	91. Eerie, Indiana 4.8/8	86. True Colors 6.7/10
7:30		1. 60 Minutes 26.0/39	88. The Torkelsons 5.6/8	79. Parker Lewis 7.6/12
8:00	31. Am Fun Hme Vid 14.0/20		79. Hot Country Nights 7.6/11	35. In Living Color 13.5/20
8:30	20. Am Fun People 15.3/22	4. Murder, She Wröte 20.1/29		72. Roc 9.7/14
9:00				49. Married w/Childn 12.4/18
9:30	61. ABC Sunday Night Movie—Last Wish 10.8/17	15. CBS Sunday Movie—Diagnosis of Murder 16.2/26	10. NBC Sunday Night Movie—Tremors 17.1/26	74. Herman's Head 9.3/14
10:00				87. Get a Life 6.1/10
10:30				92. Charlie Hoover 4.4/7
<b>WEEK'S AVGS</b>	12.7/20	14.2/23	12.9/21	8.4/13
<b>SSN. TO DATE</b>	12.1/20	13.4/22	12.5/21	7.8/12

RANKING/SHOW {PROGRAM RATING/SHARE}

\*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT



# Broadcasting Cable

## WORLD CUP SOCCER CONSIDERS PPV

*Two main bidders are ABC/ESPN and CBS/Turner/Prime; likelihood is that early or less important games will be on PPV, bigger games on broadcast TV*

By Sharon D. Moshavi

**E**ven as the viability of the Olympics on pay per view is being questioned, organizers for another major international, multi-day, quadrennial event are thinking of cashing in on the burgeoning medium. World Cup soccer organizers are talking to both bidders and industry experts about putting some of the 1994 World Cup's 52 games on PPV. But bidders are cautious about putting a largely unknown sport on PPV, and think regional PPV may have the most appeal.

Alan Rothenberg, World Cup USA 1994 chairman, confirmed there is interest in putting the 30-day event on PPV, placing weekday games on PPV and basic cable and weekend games on broadcast television. Plans are to televise all 52 games. Rothenberg said the World Cup is hoping to bring in \$20 million in U.S. television rights (\$250 million worldwide); he said the organization is still considering a time buy as well. NBC dropped out of the bidding after its \$11.5-million bid was rejected. The two main bidders remain ABC/ESPN and CBS/Turner Broadcasting/Prime Network, which could also be involved in any PPV games.

World Cup has turned to Time Warner Sports for PPV guidance, according to President Seth Abraham, who said World Cup organizers were "strictly [on] a fact-finding mission," and that Time Warner Sports does not seek to acquire the World Cup.

Some skepticism comes from some of the bidders on PPV. CBS/Turner/Prime Network, which have teamed up to offer carriage, have some doubts about the viability of putting some of the games on PPV, according to Kevin O'Malley, senior vice president,



Turner Sports. But O'Malley does not rule out putting early or less important games on PPV: "I can't say there's no possibility of games on pay per view, but the most important games should be on regular television."

O'Malley said he has told World Cup organizers that "to put significant games on pay per view would be a mistake. They're looking for maximum exposure. To take important games and limit the exposure of those games runs counter to that objective." Even though it is "entirely possible to make more money putting the games on pay per view," it is secondary to establishing soccer in the U.S. marketplace, O'Malley said.

If World Cup chooses to go that route, Turner (and Prime) both have the experience in PPV to pull it off, he said. ABC and its 80%-owned ESPN, which are also bidding on the games, could do the PPV angle as well. ABC recently formed a PPV division with Paramount, and unsuccessfully tried to put college football on PPV in November.

"There's no doubt that if properly marketed, pay per view could work for some games," said Dan Wilhelm, general manager, Prime Network. But marketing is a problem, he said, be-

cause the matchups are not known until shortly before the games take place. But one problem that will be eradicated is one the Olympics now face: availability of channel space. "With compression right around the corner and pay per view getting established in the consumer mind, it's conceivable that pay per view would have the air time to dedicate to that," said Jim English, senior vice president for PPV network Viewer's Choice.

Wilhelm and others think PPV World Cup soccer would essentially draw existing soccer fans, largely ethnic communities that are fans of their countries' teams. "PPV could tap into the ethnic markets, but it's sending the wrong message to the national market," Wilhelm said.

To some, using national media to reach pockets of ethnic communities is a waste of media. Some, such as Roger Werner, president, Prime Ventures, which oversees Prime Network, think PPV might be better on a regional basis. "It might have some application in areas such as Miami, San Diego, Los Angeles and New York, which have large soccer-fan populations," he said.

Time Warner's New York City Cable Group had success with 1990 World Cup soccer when it carried nine games on PPV in Brooklyn and Queens. (It split revenues with 1990 rightsholder Turner Broadcasting, which chose not to televise those games.) Time Warner, charging \$9.95 per game, got an aggregate buy rate of 3%, a number that Hugh Panero, vice president, Pay Per View, deems a success. World Cup soccer worked on those Time Warner systems because of their diverse ethnic makeup, said Panero. ■

# REGIONAL NEWS SHAKEOUT IN CHICAGO

*Two proposed regional services pull out prior to launch; still in works is Tribune's Chicagoland, but it wants 500,000 subs before debuting*

By Sharon D. Moshavi

**T**he number of regional news services proposing to launch in Chicago has dropped from three to one. The latest to pull out is The News Channel, a proposed 24-hour service. The first to change its mind was NBC's WMAQ-TV, which over the summer backed out of its plan to regionalize its newscasts. The executives of News Channel, a joint venture of Tele-Communications Inc. and Fox, cite the bad economy as the reason behind their decision.

But a large reason, according to observers, is the inability to drive another competitor out of the market. Tribune Broadcasting has also been trying to launch a 24-hour regional news service, but competitive pressures have kept it from launching as well. "Tribune was certainly something we had to pay attention to," said John Coleman, News Channel chief executive officer, but "I think if the economy had been growing at a normal rate in 1991, we would have already been on the air."

In fact, TCI had more subscribers committed than Tribune; thanks to its own systems (including those of Unit-

ed Artists), TCI had a total of about 350,000 homes. Tribune, which has no cable systems of its own, had signed an affiliation deal with Continental Cablevision, which, as the second largest area operator behind TCI, has 200,000 subscribers. Coleman said cable operators representing 830,000 subscribers "had expressed a willingness to carry" the channel (the entire Chicago area has 1.2 million subscribers). Coleman declined to name them; none had actually signed deals with TCI.

But area cable system managers said they have been operating under a wait-and-see attitude, waiting for the two competing services to launch. Although operators say they are "disappointed" to have a competitive situation eliminated with TCI and Fox's pullout, cable operators' reluctance to commit to either service provided little incentive for either to launch.

Even with the new situation, there seems to be no headlong rush to Tribune's door. Ron Murray, general manager of Metrovision, questions "the viability of any service to make it in this market," and plans to wait and see what the Tribune product looks like before he agrees to launch it.

Cablevision Systems feels the same way. While "corporately we're very supportive of regional news ventures," said Paul Morton, general manager of Cablevision of Chicago, "we have channel capacity problems, and we're not going to rush to the forefront here."

Tribune wants a minimum of 500,000 subscribers before it launches its channel, called Chicagoland, according to Vice President and General Manager Bob Gremillion, who has spent the last year-and-a-half trying to drum up support for the service.

The biggest potential customer is TCI. Gremillion said he has been negotiating with TCI about carriage. There had been talk as well that the TCI-Fox operation was having talks with Tribune about merging the two services. Not commenting directly on a merger, Robert Thomson, TCI senior vice president, would say only that conversations with Tribune have had "several permutations." He did acknowledge, though, that conversations about carrying the Tribune service (which is offering minority equity to cable systems that carry it) have occurred and are continuing, but declined to predict their outcome.

According to TCI and The News Channel, the recommendation to fold came from Coleman. According to Thomson, the break-even point was deemed farther out than originally projected and originally considered acceptable. As for possible local news projects in other areas, Thomson said TCI retains an interest in local news and has pinpointed other possible areas but is not focusing on any particular one now.

The other regional service that never materialized was the Suburban News Source, a service proposed by NBC O&O WMAQ-TV and partner *The Chicago Sun-Times*. It was to be a five-minute localized insert at the end of the station's newscasts.

The decision to abandon that project was also financial. The project's price tag was estimated to be \$150,000 in capital costs, with annual expenses of \$1 million. It had been the pet project of Robert Morse, vice president and

## HBO TOPS ACE WINNERS

**H**BO walked away with the most ACE Awards—27—at last week's 13th Annual ACE Awards, carried live on Turner Network Television from the Pantages Theatre in Hollywood. Showtime was second with nine and A&E and CNN were next, each with seven. Actors Danny Glover and Cybill Shephard hosted the awards.

HBO's series *Dream On* was awarded five ACE's, the most for an individual show. The following programs each received four ACE's: *The Josephine Baker Story*, *Doublecrossed*, *Somebody Has to Shoot the Pictures*, *Not Necessarily the Year in Review 1990* (all HBO); *Paris Trout* (Showtime); *The Last Act Is a Solo* (A&E) and *National Geographic Explorer* (WTBS Atlanta).

CNN won the Golden ACE Award for its coverage of the Persian Gulf War. The award was accepted by CNN President Tom Johnson and Turner Broadcasting Chairman Ted Turner.



CNN President Tom Johnson (left) and anchor Bernard Shaw

—SDM



general manager, who had predicted hitting break-even by the second year of operation.

But when Morse left the station last summer after publicly acknowledged differences of opinion with Al Jerome, former NBC stations division presi-

dent, the project was canceled.

Any expectations that a regional news service would be instantly financially viable is wishful thinking, according to Philip Balboni, special assistant to the president for special projects. Hearst Corp., whose New

England Cable News will launch on March 2. Said Balboni: "A regional news channel is a long-term business. We're building a business and an asset that by its nature has to develop editorially and financially over many years." ■

## CNBC, AMA ANNOUNCE MEDICAL PROGRAM BLOCK

*Orbis-produced show intended for professional audience; potential for future channel*

**By Sharon D. Moshavi**

The American Medical Association and CNBC announced a joint venture last week, called American Medical Television, that will initially provide five hours of professional and consumer medical programming and could eventually lead to a separate health channel when digital compression opens up channel capacity.

CNBC President Al Barber would not divulge the details of the partnership (negotiations for which were first reported by BROADCASTING, Dec. 16, 1991), but he said it did not involve the AMA buying time on the network. CNBC and Lifetime Medical Television were discussing a \$40-million, four-year time buy last year, but the deal fell apart in December. LMT's programming, which airs Sundays on Lifetime Television, is devoted solely to medical professionals.

The AMA programming, premiering Feb. 29 on CNBC, will air from 10 a.m. to 3 p.m. Saturday and repeat at the same time Sunday. Three hours of programming will be devoted to doctors and two hours to consumer health issues. Other partners in the venture are Orbis Broadcast Group, which produces the programming, and Dr. Art Ulene, who will serve as co-host for the consumer programming. Dr. Ulene provided health reports for NBC's *Today* from 1975 to 1991, and was most recently seen on ABC's *Home Show*.

A full channel devoted to health issues could become feasible in the next few years, thanks to the channel capacity digital compression is expected to bring, according to Barber. "Before long, a separate health channel could be very logical," he said.

For now, Barber said plans are to increase gradually the number of hours produced, and he hopes as well to incorporate the AMA expertise into

CNBC's own consumer health coverage. Although the programming will be produced by Orbis in Chicago, not by Fort Lee, N.J.-based CNBC, Barber

*"Before long, a separate health channel could be very logical."*

**Al Barber, CNBC president**

said the "desire is to create a seamless so the viewer is not aware that this is differentiated programming."

The medical programming is not "inconsistent" with CNBC's programming mission, according to Barber. The consumer health programming is consis-

tent with CNBC's consumer bent, he said, and since "our daytime programming is professionally oriented, three hours of doctor programming is not inconsistent with that." To make way for the AMA block, CNBC will eliminate reruns of its weekday programming.

Its new venture with CNBC means the AMA is leaving the Discovery Channel, for which it had produced a two-hour professional medical block and a one-hour consumer block. That contract was in effect through the end of 1993, but by mutual consent Discovery and the AMA decided to part company, according to Greg Moyer, Discovery's senior vice president, programming. Discovery will continue to carry the AMA block through August 1992, which will mean overlap with CNBC for six months. ■

### TIME WARNER MAY RAISE ATC BID

Time Warner's offer to buy the 18% of American Television & Communications (19.6 million shares) it does not own may be in for alterations. Wall Street analysts say shareholders and, more important, the three independent directors of ATC, who must approve the deal, were not taken with Time Warner's initial offer of \$75 per share, payable in three years in any form the company decides (stock, cash or bond equivalents). Observers say the price is likely to be revised to about \$85-\$90 per share, with payment terms to be made more specific. Time Warner, though, is not expected to budge on its three-year, noninterest payment period.

The price is below the \$110 per share ATC's largest shareholder (Mario Gabelli, with 10% of the publicly traded 18%) identifies as the private market value in 1995. A decision on the revision is not expected until Time Warner hears from the three directors, which is expected within the next 30 days. Since Time Warner owns 82% of ATC, it has authority to control the offer's content, but ATC shareholders can sue to force an appraisal of the offer under Delaware law, where the MSO is incorporated.

Analyst Fred Moran of Donaldson, Lufkin & Jenrette said any revision of the ATC offer will likely not be felt much in the stock price. "The whole situation is digested in both stocks [ATC's and Time Warner's] already," he said. ATC closed last Wednesday (Jan. 15) at 56, up from a year-end close of 54½. In September, the month before Time Warner announced its buyback of the stock and its \$1 billion investment from C. Itoh and Toshiba, ATC stock closed at 44¼.

—SDM

# Broadcasting Radio

## BROADCASTERS VOICE POST-BIRCH CONCERNS

*Pricing structure, methodology head list as Arbitron emerges victor in ratings game*

By Reed E. Bunzel

**A**s Arbitron regroups after winning a decade-long battle with ratings upstart Birch Radio, many station operators, including both Birch and Arbitron customers, are asking Arbitron to play fair. Broadcasters are largely concerned that the lack of any true competition will allow Arbitron to set its own rules, fix its own prices and demand that customers fall in stride...or else.

Tom Birch, president of Opus Communications and the founder of Birch, said he was "deeply saddened" to see the company killed by "high-level corporate horse-trading." By appearing interested in selling Birch Radio to Nielsen, parent company VNU/BIS was able to evaluate the company's assets and determine that by closing the company down, "it could gain more economic advantage through a joint venture with Arbitron than by selling it to Nielsen." Birch estimated

that the absence of Birch Radio will yield \$12 million to Arbitron's bottom line or enable it to prop up its Scan-America losses.

Casting sentiment aside, Birch called the demise of the ratings service "deadly for the industry." Before the formation of Birch Radio, he said, competition was virtually nonexistent and Arbitron's rates skyrocketed; only when Birch began to win agency support in the mid-1980's did Arbitron "suddenly and dramatically level off or roll back its rates," Birch said. "It's only fair to assume that Arbitron now will quickly begin to advance its rates and cut back services to wrench every possible dollar they can, because on the television side they have been losing the war. Most people don't yet realize how bad this is going to be in the long view, because it dramatically shifts the balance of power in Arbitron's favor."

It is that shift that troubles broadcast attorney Mark Olson, who last week

told BROADCASTING that the Justice Department will look into his petition to deny, on antitrust grounds, the Arbitron-VNU joint venture to market the Scarborough report (BROADCASTING, Jan. 6). "We just received word that the case has been assigned and the Justice Department is going to look into it," Olson said. "I am encouraged that the government is going to analyze the situation, and I'm looking forward to talking with them."

How might the passing of Birch affect the business of radio? "Without any direct competitor it will be interesting to see how [Arbitron will] approach their pricing structure, research and development, and new product introductions," said Gerry Boehme, senior vice president/director of research at Katz Radio Group. "I'd like to think they'll accept some lessons they learned and not gouge everybody with rates."

Boehme said that the disappearance of Birch will not adversely affect the national advertising picture because, even though Birch had made some hits with big clients like Delta Airlines, the majority of national business was still placed through Arbitron. At the end of 1991, eight out of 10 ad dollars were still being placed through Arbitron, according to Boehme, either because that was the status quo or because most agencies still believed in Arbitron's diary methodology. Those that favored telephone retrieval or that relied extensively on qualitative data will have to make some major adjustments, Boehme said.

While the elimination of a second set of Birch numbers might appear to simplify sales efforts, Boehme suggested a downside as well. "The more an account executive has to sell, the better. If a station is downtrending in one service it could be up in the other,

### REVENUE DOWN 3.9% VS. YEAR AGO

**L**ocal radio revenue declined 2.8% and national spot revenue dropped 7.7% for an overall decrease of 3.9% in November 1991 versus the same month in 1990, according to the Radio Advertising Bureau in New York. Network radio revenues, the industry's only continuing bright spot, posted a 7.6% increase in November.

Local radio revenue was down 3.2% and national down 3.8% for the 11-month period through 1991 versus 1990, while network revenues were up for that same period by 1.7%. National spot revenue declines were greatest in the West (-14.9%) and Southwest (-12.5%). Despite being down 7.7% in November, national revenue showed some signs of recovering from a 13.4% decline in October.

"While the decrease in national radio revenues in October and November continues to be a concern, at this point we're far more interested in what the future holds, and, right now, it looks encouraging," said RAB President Gary Fries. "It seems that national radio advertisers are, for the most part, coming out of the gates in '92 with some wind in their sails. Right now, it appears we'll see a slight increase in revenue for the first quarter."

-REB



# ESP RADIO KICKS OFF

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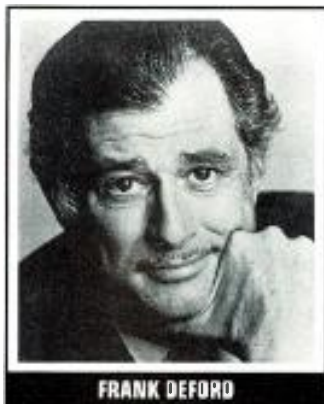
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<b>ALABAMA</b> Montgomery Tuscaloosa <b>ALASKA</b> Fairbanks Sitka <b>ARIZONA</b> Phoenix Tucson <b>ARKANSAS</b> Hot Springs Little Rock <b>CALIFORNIA</b> Bakersfield Eureka Fresno Los Angeles Sacramento San Bernardino San Diego San Francisco San Luis Obispo Santa Maria Stockton <b>COLORADO</b> Denver Grand Junction <b>CONNECTICUT</b> Hartford <b>DELAWARE</b> Dover <b>DISTRICT OF COLUMBIA</b> Washington, D.C. <b>FLORIDA</b> De Land Ft. Walton Beach Gainesville Jacksonville Live Oak Miami Beach Tallahassee Venice	WXVI-AM 1600 WRLX-AM 1230  KIAK-AM 970 KIFW-AM 1230  KFYI-AM 910 KNST-AM 940  KZNG-AM 1340 KARN-AM 920  KERN-AM 1410 KINS-AM 980 KRGD-AM 1220 KNPC-AM 710 KFBK-AM 1530 KMEN-AM 1290 KSDD-AM 1130 KNBR-AM 680 KATY-AM 1340 KJHL-AM 1440 KJAX-AM 1280  KOA-AM 850 KNZZ-AM 1100  WPOP-AM 1410  WKEN-AM 1600  WMAL-AM 630  WKVG-AM 1490 WNUE-AM 1400 WGGG-AM 1230 WPOD-AM 590 WOHL-AM 1250 WQAM-AM 560 WNLS-AM 1270 WAMR-AM 1320	West Palm Beach <b>GEORGIA</b> Albany Gainesville Griffin La Grange Macon North Atlanta <b>HAWAII</b> Honolulu <b>IDaho</b> Idaho Falls <b>ILLINOIS</b> Chicago  Peoria Rockford Springfield <b>INDIANA</b> Anderson Indianapolis South Bend <b>KANSAS</b> Kansas City Topeka Wichita <b>KENTUCKY</b> Ashland Lexington Louisville Paducah <b>LOUISIANA</b> Lafayette Lake Charles New Orleans <b>MARYLAND</b> Cumberland Hallesey Lexington Park <b>MASSACHUSETTS</b> Boston Worcester	WPBG-AM 1290  WALG-AM 1590 WDUN-AM 550 WKEU-AM 1450 WTRP-AM 620 WMAZ-AM 940 WCNN-AM 680  KHVH-AM 990  KID-AM 590  WLS-AM/ 890/ WLS-FM 94.7 WRL-AM 1290 WNTA-AM 1150 WCVS-AM 1450  WHUT-AM 1470 WNDE-AM 1260 WAMJ-AM 1580  KCMO-AM 810 KMAJ-AM 1440 KNSS-AM 1240  WCM-AM 1340 WLXG-AM 1300 WWKY-AM 790 WKYX-AM 570  KPEL-AM 1420 KADK-AM 1400 WWL-AM 870  WCBC-AM 1270 WHAG-AM 1410 WPTX-AM 920  WEEI-AM 590 WVEI-AM 1400	<b>MICHIGAN</b> Arlene Ann Arbor Detroit Kalamazoo Saginaw Sault Ste. Marie Traverse City <b>MINNESOTA</b> Brainerd Minneapolis <b>MISSISSIPPI</b> Jackson McComb Natchez <b>MISSOURI</b> Columbia Joplin Sullivan <b>NEBRASKA</b> Omaha <b>NEVADA</b> Las Vegas Reno <b>NEW JERSEY</b> New Brunswick Petersburg <b>NEW MEXICO</b> Albuquerque <b>NEW YORK</b> Albany Buffalo Horseheads Newark New York Rome Syracuse <b>NORTH CAROLINA</b> Beaufort Durham Salisbury	WFCY-AM 1280 WPZA-AM 1050 WJR-AM 760 WQMI-AM 1360 WSAM-AM 1400 WSDO-AM 1230 WTCM-AM 580  KVBR-AM 1340 KFAN-AM 1130  WJNT-AM 1180 WHNY-AM 1250 WNAT-AM 1450  KFRR-AM 1400 KFSB-AM 1310 KTUI-FM 100.9  KDIL-AM 1290  KNLU-AM 970 KOH-AM 630  WCTC-AM 1450 WSKR-FM 102.7  KKOB-AM 770  WPTR-AM 1540 WGR-AM 550 WIGT-AM 820 WACK-AM 1420 WFAN-AM 660 WFRY-AM 1350 WHEN-AM 620  WBTB-AM 1400 WONC-AM 620 WSAT-AM 1280	<b>OHIO</b> Cleveland Columbus Dayton East Liverpool Lima Marietta Mescaline McConnellsville Sandusky <b>OKLAHOMA</b> Able Oklahoma City Woodward <b>OREGON</b> Astoria Portland Salem <b>PENNSYLVANIA</b> Allentown Altoona Johnstown Palmira Pittsburgh Reading South Williamsport State College Wilkes-Barre <b>RHODE ISLAND</b> Providence <b>SOUTH CAROLINA</b> Charleston Lancaster <b>SOUTH DAKOTA</b> Sioux Falls Watertown <b>TENNESSEE</b> Chattanooga Erwin Jackson Memphis	WVWE-AM 1100 WTVN-AM 610 WONE-AM 980 WOHI-AM 1490 WMOA-AM 1150 WMOA-AM 1490 WTTG-FM 990 WJAW-FM 100.9 WLEC-AM 1450  KALV-AM 1430 KTOK-AM 1000 KMZE-FM 92.1  KAST-AM 1370 KOL-AM 750 KBZY-AM 1490  WAEB-AM 790 WFBO-AM 1290 WNTJ-AM 1490 WCTY-FM 92.1 WTAE-AM 1250 WTEU-AM 850 WFFX-AM 1450 WFSC-AM 1390 WILK-AM 980  WPRD-AM 630  WTMA-AM 1250 WRHM-FM 107.1  KWSN-AM 1230 KSDR-AM 1480  WJOC-AM 1490 WKIS-FM 103.9 WTJS-AM 1390 WMC-AM 790	<b>TEXAS</b> Alice  Bryan Corpus Christi El Paso Fort Worth Kerrville Kingsville San Antonio  KALV-AM 1430 KTOK-AM 1000 KMZE-FM 92.1  KAST-AM 1370 KOL-AM 750 KBZY-AM 1490  WAEB-AM 790 WFBO-AM 1290 WNTJ-AM 1490 WCTY-FM 92.1 WTAE-AM 1250 WTEU-AM 850 WFFX-AM 1450 WFSC-AM 1390 WILK-AM 980  WPRD-AM 630  WTMA-AM 1250 WRHM-FM 107.1  KWSN-AM 1230 KSDR-AM 1480  WJOC-AM 1490 WKIS-FM 103.9 WTJS-AM 1390 WMC-AM 790  KDSI-AM/ 1070/ KONN-FM 92.1 KTAM-AM 1240 KEYS-AM 1400 KTSN-AM 1380 WBAP-AM 820 KERV-AM 1230 KNGV-FM 92.7 WOAI-AM 1200  KDAL-AM 750 KSL-AM 1180 KDXU-AM 890  WVMT-AM 620  WSVA-AM 550 WNIS-AM 850  WAYY-AM 1150 WFAW-AM 940 WNFL-AM 1440 WKTY-AM 580 WISN-AM 1130 WOSH-AM 1490 WKTS-AM 950 WRDB-AM 1400  KFBC-AM 1240
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\* For affiliate information contact Frank McKenna (212-456-5688)

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and in a world where increasingly every station has a 'four share,' the lack of an alternative only makes things black and white."

Stations that program formats that typically achieved higher results in Birch than in Arbitron—primarily contemporary hits radio, album-oriented rock and urban—are going to feel the tightest pinch, according to research consultant Jhan Hiber. "For years they have been asking Arbitron to do a better sampling job, and their frustrations may come to the breaking point now that a friendlier ratings service will no longer be around."

The upside of the joint venture comes from Arbitron's new-found access to qualitative data through the Scarborough report and the fact that a single source of quantitative radio listening data could relax the confusion felt on Madison Avenue, Hiber said. "Many agencies and advertisers didn't understand why they were getting two sets of numbers, and had trouble justifying one over the other. Now there is no argument."

While agencies might benefit from a one-service ratings game, stations could feel more of an economic knock-out punch. Birch is widely credited with forcing Arbitron to make its prices more competitive (an assertion that Arbitron executives deny), and some broadcasters believe Arbitron will slowly raise rates to pre-

Birch levels. Stations that had been playing the Birch card—negotiating a better deal with Arbitron by threatening to defect to Birch—might now be faced with higher rates, Hiber predicted, but in lieu of a possible groundswell of criticism and concern. "Arbitron would be wise not to gouge these stations because they don't want to add to that posse," he said.

In fact, Arbitron has a significant opportunity to redress broadcasters' fears, said Bill McClenaghan, ABC Radio senior vice president, research and development. Additionally, "Arbitron now has that one thing they didn't have before—qualitative data," he said. "If Arbitron can market its qualitative product as successfully as it markets its quantitative data, and we can get advertisers to look beyond just the numbers, then what NAB and RAB have been trying to get going for a long time can be accomplished."

Yet research consultant E. Karl is skeptical of any accomplishment attributed to Arbitron. "Now that we only have 'Arbitrass,' radio ratings probably will continue to deteriorate to a frightening level," he stated. "The research they do is scary, terrible and not representative. The diary is a very archaic instrument and was designed originally when there were a handful of stations and two or three formats in each market. In this narrowcast, hour-by-hour, pay-bonuses-

to-air-talents, discreet-demo world we live in, there just aren't enough diaries often to do a good analysis."

Karl said this situation has led a number of stations, including Golden West's KMPC(AM) Los Angeles and KLIT-FM Glendale and all EZ Communications stations, to part company with Arbitron. He said that broadcasters who seek an alternative ratings source could establish their own market consortium through which an independent research firm could conduct quarterly surveys using whatever methodology the stations agreed upon.

EZ Communications President Alan Box told *BROADCASTING* he has decided not to renew his Arbitron contract because "we're fed up and frustrated." He said he is "tired of spending \$100,000 a month to a company that has been misleading" him in its response to methodology problems. "We pay them a lot of money and seem to not be able to deal with them on anything," he said. Box said his decision initially could lose the company some national business, and while he doesn't wish to hurt the company—and would return to Arbitron before that happens—he's willing to take the risk.

Kenneth Wollenberg, Arbitron executive vice president, sales and marketing, takes all the Arbitron-bashing in stride, maintaining that, while some broadcasters are more vocal critics than others, "we try to do things to meet the needs of our customers."

Responding to concerns that Arbitron may raise its rates, Wollenberg said that Arbitron prices its services "according to what we think is fair and equitable to our customers, and we never priced it in a reactionary manner to any competition. There's still plenty of competition out there for the research dollar, enough so that our approach to pricing will not change."

Wollenberg also insisted that any gains in radio will not be budgeted to fund ScanAmerica. "We look at each of our services as a separate entity, and any investment in radio is separate from any investment we're making in television, like ScanAmerica," he said. "We spend millions of dollars a year on research and development, electronic measurement and sample size increases, and our customers would be hard-pressed to point to anything of significance they have asked us over the years that we have ignored."



Academy Award-winning actor Richard Dreyfuss visited ABC Radio Networks' New York studios for an interview with entertainment reporter Bill Diehl. Dreyfuss spoke about his role as host of *The Class of the 20th Century*, a 12-part series on the Arts & Entertainment cable channel that includes insights from 100 Americans on the last 100 years. Interviews are being preserved in a time capsule by the Museum of Television and Radio in New York to be opened in the year 3000.



# Washington

## AFFILIATES FAVOR AX FOR PTAR RERUN RU E

*ABC and CBS would vote yes; NBC remains on fence*

By Harry A. Jessell

**C**ount the ABC and CBS affiliate groups in on the growing chorus favoring elimination of the prime time access rule's off-network prohibition.

Despite lingering concerns and with some caveats, the two groups say they are prepared to support the calls to do away with the prohibition, which bars affiliates in the top 50 markets from airing off-network programs in the half-hour prime time access period.

The NBC affiliate group has yet to settle on a position.

First Media Corp., licensee of WCPX-TV Orlando, Fla., another CBS affiliate, began the assault on PTAR in April 1990, petitioning the FCC to repeal the rule in its entirety.

In November of that year, Disney, a major syndicator of off-network programs looking to expand its market, weighed in, asking only for the deletion of the off-network prohibition. That petition was seconded by Bonneville International, licensee of CBS affiliates KSL-TV Salt Lake City and KIRO-TV Seattle.

More than a year later, CBS and NBC rejuvenated the cause, asking for repeal of the prohibition in comments on the FCC "attic-to-basement" review of all TV regulations.

Despite the growing chorus, the FCC has been reluctant to move, fearing a reprise of the bitter battle last year over reform of the financial interest and syndication rules, which left scars that have yet to heal.

Just two weeks ago at the Association of Independent Television Stations convention, three of the five commissioners—Ervin Duggan, James Quello and Sherrie Marshall—said they were not eager to see action on any aspect of PTAR. Duggan later

told BROADCASTING he did not necessarily oppose some "adjustments," but he could see no reason to bring it up anytime soon.

Given the inertia, if the FCC is going to move on PTAR, one or more of those favoring action are going to have to make it a top priority and start bringing pressure to bear.

Even if the NBC affiliates join the ABC and CBS affiliates to create an affiliate consensus, the National Association of Broadcasters will be sitting out any PTAR reform battle at the FCC. That's because independent stations, which have effectively competed with network affiliates using off-network programs in access and which

### KRON-TV SACRAMENTO TO TIME SHIFT

**N**BC and its San Francisco affiliate KRON-TV said last week the station would start a 16-month test in which the station will air NBC's prime time lineup from 7 to 10 p.m.

The station will revert to single access (*Jeopardy!* moves to 6:30 p.m.; *Wheel of Fortune* will move out of access; next fall, both shows go to competing KGO-TV, and KRON-TV picks up *Entertainment Tonight* for 6:30 p.m.).

KRON-TV will file a petition with the FCC seeking a waiver of the prime time access rule enabling the station to air *The Tonight Show Starring Johnny Carson* at 10:35 p.m. However, that waiver may not be acted on by the commission until next spring, after the conclusion of a similar prime time-shift test on KRCA-TV Sacramento.

In the meantime, KRON-TV will expand its late local newscast to one hour, from 10 p.m. to 11 p.m., and put *Tonight* on at 11 p.m. Clearly, KRON-TV would like a permanent one-hour newscast, but the station compromised to get NBC to go along with the shift.

It is unclear how the test will be affected if the FCC denies the waiver petition. Station officials say the test will proceed, with a one-hour late news and *Tonight* at 11 p.m. However, NBC spokesman Richard Cutting said the network had not ruled out cutting the test short if the waiver is denied. "We'll cross that bridge when we come to it," he said. (Lawyers for KRON-TV and NBC made the rounds at the commission last week to state their case.)

The prime shift is a very sensitive issue for the networks. A major concern is that if the trend catches on among West Coast stations, stations in the mountain and central time zones may press to move *Tonight* back to 11 p.m. so they can control advertising inventory from 10:30 p.m. to 11 p.m. through an expanded late newscast or syndicated fare.

The KRON-TV test coincides with the start of a similar test by CBS affiliates KPIX-TV San Francisco and KMST-TV Monterey (an overlapping market). KPIX-TV has petitioned the commission for a waiver that would allow it to adopt the Midwest model of prime time, 6 p.m.-10 p.m., which, if granted, would allow CBS the opportunity to negotiate a 10:30 p.m. start of its late-night schedule in the market without violating PTAR.

—SM

pay NAB dues along with the affiliates, are adamantly opposed to any tampering with the rules. The Association of Independent Television Stations made that clear in a response to the CBS and NBC PTAR comments.

Also opposed to relaxation of the rule and promising the fight the FCC hopes to avoid are those who have benefited the most from the rules: the producers and syndicators of first-run programming.

The 21-year-old PTAR prohibits network affiliates in the top 50 markets from airing more than three hours of network or off-network programming during the four hours of prime time each evening. Exempted from the restriction is a half-hour of network news adjacent to local news.

The effect in many, if not most, cases has been to create a 7:30-8 p.m. access period. Unable to fill it with the likes of *Cosby* or *Married...with Children*, most affiliates have turned to first-run syndicated products like *Wheel of Fortune*, *Jeopardy!* and *Entertainment Tonight*.

The ABC and CBS affiliate groups first hinted of their support for the Disney request in commenting a month later on a Columbia Pictures Television petition for assurances that *Married...with Children* would not be considered off-network programming for purposes of PTAR because it had aired on Fox, the non-network network.

The CBS affiliates said Disney makes "a very strong case" for re-examination of the provision. "As Disney observes, the severe decline in the market for off-network fare seems likely to have a decidedly negative impact on the profitability of and investment in first-run network programming, while the hardness of the first-run syndication market and the reduced demand for off-network fare makes it far less likely that the network affiliates and the networks could somehow conspire to injure first-run syndicators or independent stations," they said.

The ABC affiliate group said the Disney proposal is "worthy of careful consideration. It "would support a modification of PTAR to repeal the off-network restriction if doing so would not jeopardize or undermine the policy rationale for the other aspects of PTAR," it said.

Peter Desnoes, managing general partner, Burnham Broadcasting, li-

censee of WVUE-TV New Orleans, and chairman of the ABC affiliate group, echoed the year-old comments. "We would not want to do anything to permit the network to program directly in the access time period," he said.

As an owner of a top-50 station (WVUE-TV), Desnoes said he is all for elimination of the off-network prohibition. It makes "no sense at all" to deny affiliates the ability to buy off-network programs for access when independent competitors may. "It mucks up the free-enterprise system to an extent that does not in any way serve the public."

*The off-network prohibition "mucks up the free-enterprise system to an extent that does not in any way serve the public."*

**Peter Desnoes, ABC affiliates chairman**

Also, Desnoes said, it puts the big three networks at a disadvantage to Fox in licensing new network programs from Hollywood. Because programs that aired on Fox are not subject to PTAR restrictions, producers know that successful programs they license to Fox will be more valuable in syndication, he said.

Ben Tucker, president, Retlaw Broadcasting, and chairman of the CBS affiliate board's government relations committee, said the CBS affiliates have favored getting rid of the off-network prohibition for five or six years.

The prohibition is "antiquated," Tucker said. PTAR is aimed at preventing the networks from controlling all of prime time. "I don't think in 1992 the networks are interested in expanding anywhere," he said. If anything, they are looking to reduce programming in hopes of improving profitability, he added.

As far as he is concerned, Tucker said, the FCC should not stop with the off-network prohibition, but repeal the rule in its entirety. "I'm not paranoid about the network taking over all of prime time," he said. "I don't think the networks could get clearances."

Top-notch first-run programming is not going to disappear in the absence of the off-network prohibition, Tucker

said. But the marginal show may, he said. "They would not have the same opportunity to get clearance in access," he said.

Popular first-run programs may not command the same license fees, however, Tucker said. Because attractive first-run programming is rare, he said, the three affiliates bid up the price for it. "Limiting the options does inflate the prices," he said.

Bruce Reese, executive vice president, Bonneville International, the licensee of two CBS affiliates that took the broadcasting lead in challenging the off-network ban, called PTAR a "paternalistic rule" that is no longer needed. Independents do not need protection from affiliates, and affiliates do not need protection from their networks, he said.

It is not in the best interest of broadcasters to fill the access period with reruns, he said. But if some broadcasters want to, they should be allowed to. "I don't think we need the FCC protecting us from ourselves," he added.

Despite the enthusiasm of the ABC and CBS affiliate groups for repeal, or at least relaxation, of PTAR, the NBC group remains on the fence. Eric Bremner, president of KING Broadcasting Co. and chairman of the NBC affiliates, said the affiliates have not gotten around to trying to reach a consensus of the issue. "I don't know where the majority is on this," he said.

Bremner said his own inclination is to keep the rule intact. "We prefer to deal with the continuous production shows," he said.

Bremner said he and other affiliates also share the concern that relaxation of PTAR might inevitably lead to the loss of the entire rule.

Now that NBC is calling for relaxation, he said, it behooves the affiliates to sit down with the network and "determine where our mutual interests lie and when we are opposed."

Support for eliminating the ban among ABC and CBS affiliates is by no means unanimous. David Lane, president and general manager of WFAA-TV Dallas-Fort Worth, and former chairman of the ABC affiliates board, calls himself a "traditionalist" who believes PTAR has fulfilled its aim of fostering diverse programming in prime time. "I'm afraid that if PTAR is amended, you will see most stations airing network reruns [in access] in the not-too-distant future." ■



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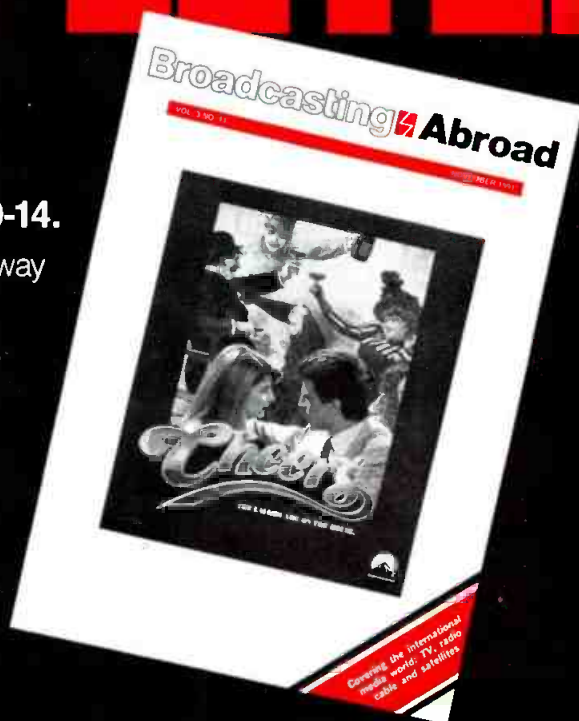
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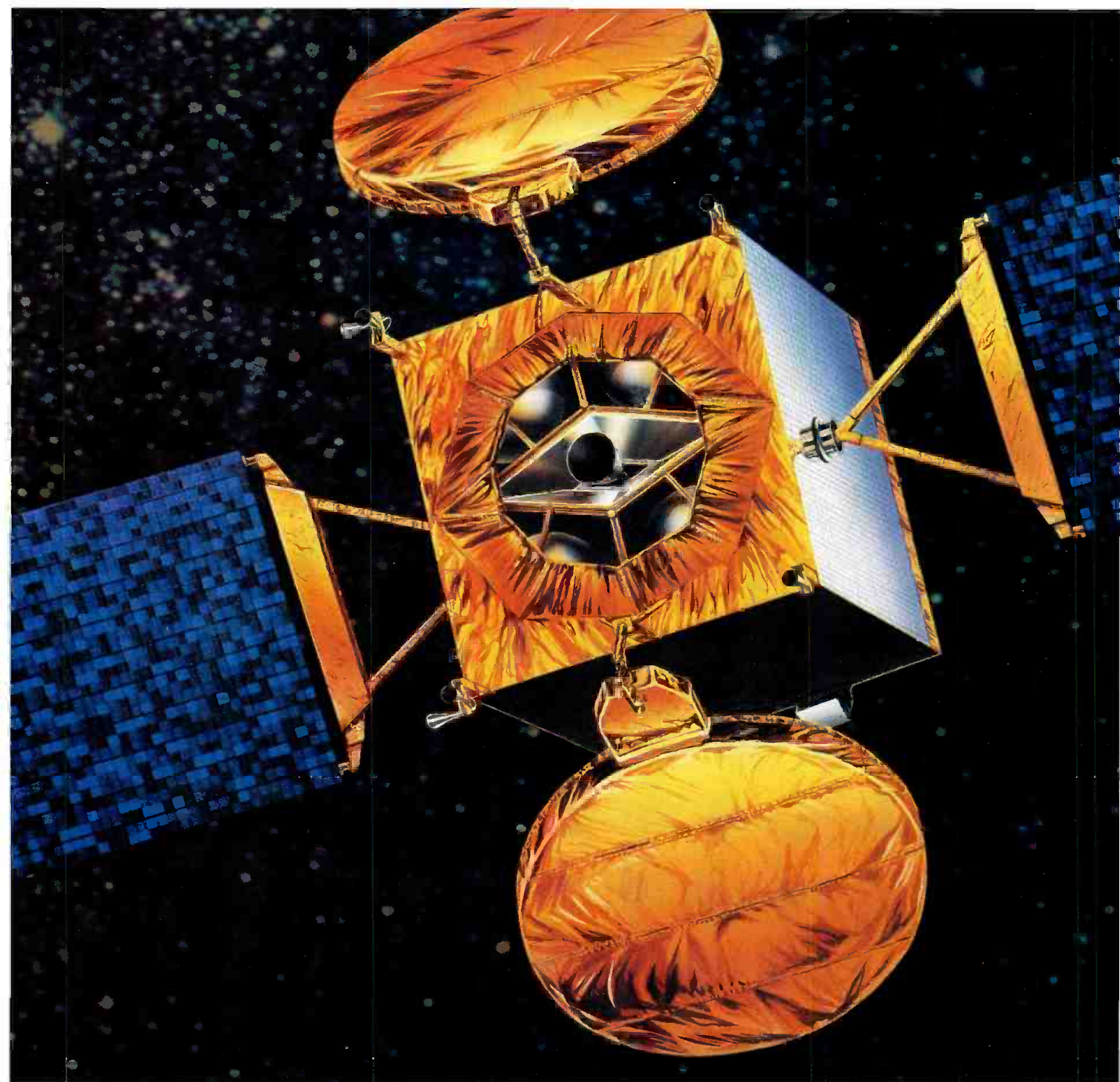
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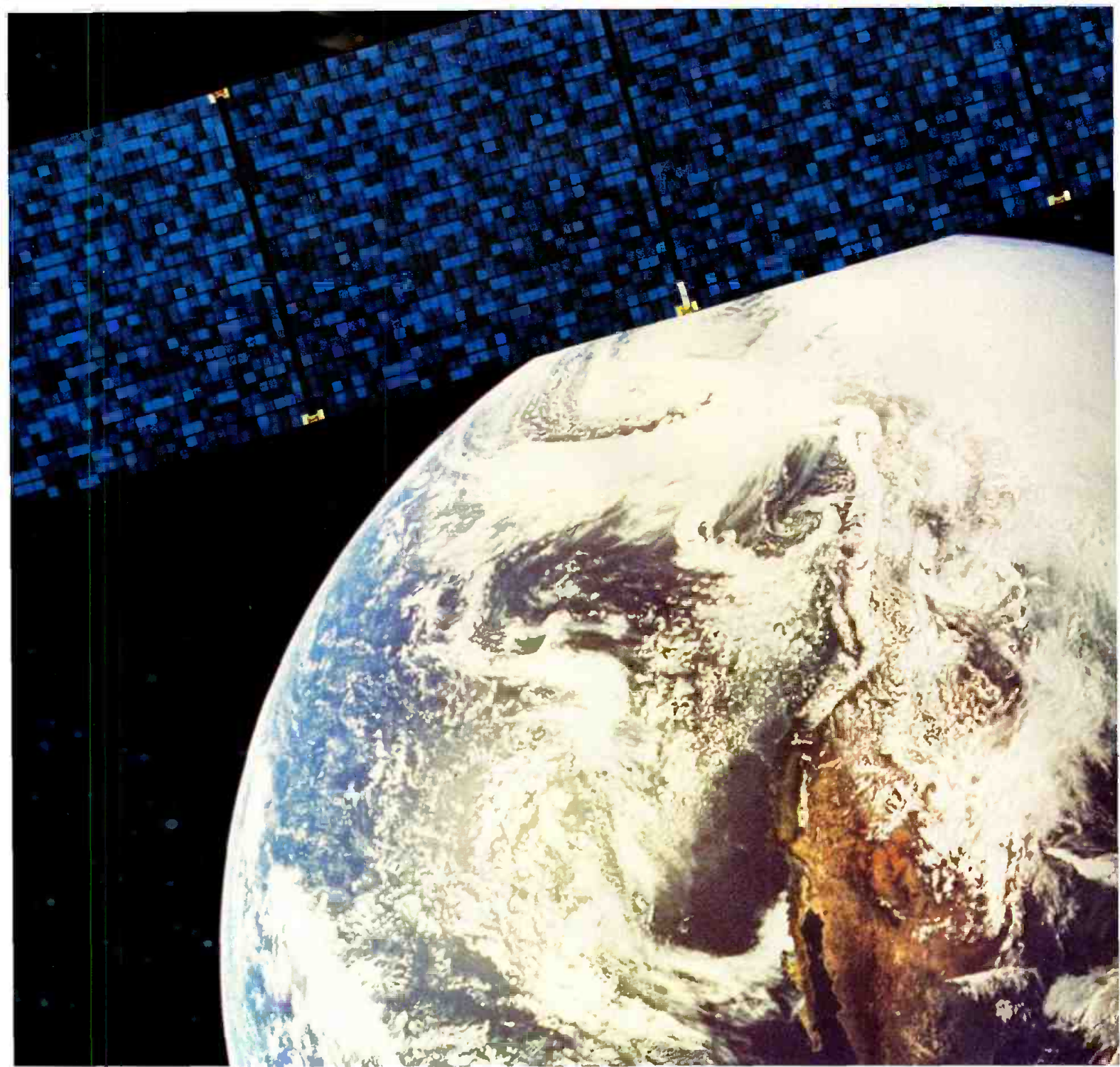
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# FCC ASKED TO RECONSIDER LOWEST-UNIT-RATE RULING

*Candidates from Georgia and Alabama say commission's decision to pre-empt state courts fails to consider Federal Election Campaign Act*

By Joe Flint

**T**he Georgia and Alabama political candidates who have sued or threatened to sue television stations for alleged lowest-unit-rate overcharges petitioned the FCC last week to reconsider its ruling last October pre-empting court jurisdiction in lowest-unit-rate cases.

Also last week, KRON-TV San Francisco and KDFW-TV Dallas, the two stations tentatively fined \$25,000 each by the FCC for violations of the lowest-unit-charge statute (BROADCASTING, Dec. 16, 1991), told the commission they would pay the fines. Two other stations, KXTA-TV Dallas-Fort Worth and WSTR-TV Cincinnati, fined for not keeping a "complete political file," also said they would pay.

The politicians, in a petition filed by the Atlanta-based law firm of Barnes, Browning, Tanksley & Casarella, said the FCC's conclusion in its declaratory ruling that Congress—through the Communications Act of 1934—intended to pre-empt state causes of action that involve violations of the lowest unit charge is not sound.

"The commission's analysis fails to recognize that Section 315(b) was enacted as part of the Federal Election Campaign Act of 1971 (FECA) and was not part of the Federal Communications Act of 1934. Although it purports to have ascertained congressional intent, the commission's ruling does not analyze FECA nor its legislative history, but incorrectly presents Section 315(b) in the context of the regulatory scheme adopted by the Federal Communications Act of 1934," the petition said.

The petitioners said the FCC's reasoning that it should be the final arbitrator in lowest-unit lawsuits because if it is not, the rules will be interpreted inconsistently, was unfounded. The regulations governing Section 315(b), the petitioners said, are "easily understandable" and all interpretations are ultimately subject to review by the Supreme Court. "The commission," the politicians said, "may not pre-empt state causes of action related to Section 315(b) where congressional intent plainly indicates a desire to leave such

actions open and available to candidates." They added that "even if one assumes that the commission may pre-empt such causes of action, it does not logically follow that the commission may therefore pre-empt possible federal judicial remedies and declare its jurisdiction exclusive."

The commission's procedures, according to the petition, conflict "squarely with the provisions of the Administrative Procedure Act and the procedural rules of the commission." The procedures also, the politicians argued, do not provide "the same procedural rights and protections" afforded litigants under state law. Concluded the petitioners: "Congress has not given the FCC authority to order refunds in Section 315(b) cases. Thus, candidates must have courts open to them in order to recover amounts overcharged by broadcasters."

## KRON-TV, KDFW-TV pay fines

Chronicle Broadcasting-owned KRON-TV San Francisco and Times Mirror Broadcasting-owned KDFW-TV Dallas informed the FCC that they would not

contest the \$25,000 fines for violations of the lowest-unit-rate charge. KXTA (TV) Dallas-Fort Worth and WSTR-TV Cincinnati, fined \$7,500 and \$1,500, respectively, for failing to maintain a complete political file, also said they would pay the forfeiture.

In a letter to FCC Chairman Alfred Sikes, Jeff Rosser, vice president and general manager of KDFW-TV, said the station thought the fine was high. "Given this licensee's generally exemplary record as a broadcaster for more than 20 years and its intent to act in good faith and comply with the commission's rules and regulations regarding political broadcasting, we believe that the amount of the forfeiture imposed by the commission is excessive."

Rosser told BROADCASTING the station felt that contesting the fine would likely only serve in possibly getting it reduced, rather than removed. "We think the commission would be hard-pressed in light of the publicity to say: 'Oops, we see your point.'" It is better, Rosser said, "to pay the fine and get on with it."

## CHANNEL BOOM MILITATES AGAINST COMPULSORY LICENSE, HILL TOLD

*USTA joins copyright confab; next meeting set for Feb. 5*

By Randy Sukow

**T**he coming of new television technologies—direct broadcast satellites, fiber optics, high-definition television, interactive video and others—is all the more reason for a restructuring of the current copyright laws, Fox Broadcasting said last week.

New technology was the topic of the third in the House Copyright Subcommittee's series of five meetings on the current state of television copyrights, held on Capitol Hill last Wednesday (Jan. 15). Subcommittee Chairman William Hughes (D-N.J.) initiated the meetings with representatives of TV-industry associations and

companies last fall amid calls by Fox and the Motion Picture Association of America to gradually eliminate the cable compulsory license (BROADCASTING, Nov. 18, 1991).

"It must be recognized that an intellectual property system originally designed to accommodate a single multi-channel-delivery-service world may need to be changed to accommodate technological evolution resulting in a competitive multichannel marketplace," said Molly Pauker, Fox vice president, corporate and legal affairs, last week in a written statement to the subcommittee.

DBS, wireless cable and fiber-optic cable systems (including fiber systems operated by telephone companies) are



all likely to grow into businesses capable of competing with conventional cable TV, today's only dominant multichannel medium. HDTV will enhance the technical quality of many services, and improved interactive technologies will enhance pay per view.

"It would be a cop-out simply to extend the compulsory license [to new multichannel services] and not ask whether another system might be appropriate to a competitive environment," Pauker said.

A main concern for many at the meeting is the possibility of eventual entry by the regional Bell operating companies (RBOC's) into video transmission with new, high-capacity fiber-

optic cable systems. RBOC's are currently blocked from owning cable systems in their own local phone service areas by a provision of the 1984 Cable Act. Pending legislation to reverse that provision is not expected to pass in 1992, but many believe telco entry is likely to be approved in coming years.

Larry Clinton, director, government relations, United States Telephone Association (USTA), in the room for last week's meeting, became the first telco representative to be included in the group. Clinton did not endorse or attack the Fox position on the compulsory license. He asked for copyright laws that treat telcos the same way they treat cable.

"If the cable guys have the compulsory license for broadcast signals, then we would need the compulsory license. If cable doesn't have it, then we would be willing to operate by the same rules, providing that we have the same abilities," Clinton said. "If cable and telcos don't have a compulsory license, but cable can produce programming and telcos can't, then [telcos] don't have access to any programming."

The subcommittee scheduled the next meeting, looking at copyright laws for retransmission of broadcast signals over cable and other multichannel services, for Feb. 5. A date for the last meeting, on legislative initiatives, has not been set. ■

## FEDS CLOSE IN ON DECEPTIVE APPLICATION MILLS

*FTC gets restraining order against Calif. firm; FBI said to investigate N.Y. operation*

By Rich Brown

**P**ressure is mounting against companies believed to be using deceptive practices to sell application services for wireless cable licenses. The Federal Trade Commission this month filed its second complaint in a year against so-called application mills, and the Federal Bureau of Investigation is said to be investigating yet another operation in New York.

In the latest FTC action, the agency has been seeking consumer redress and a permanent injunction against a California-based company, MMDS Technologies. A federal court in San Diego earlier this month responded to the FTC charges by granting a temporary restraining order and freezing the assets of the company. The FTC has charged the company, which does business as Metro Communications Group, with using deceptive practices to sell its application services to clients for about \$6,000. As described by the FTC, misrepresentations made in sales presentations include statements that:

- Customers who purchase Metro's services are virtually assured of winning a wireless license, even though applicants are subject to an FCC lottery.

- A license will allow the owner to build a successful, economically via-

ble wireless cable TV station that is likely to be worth millions of dollars, even though a wireless license is for only four channels, financing is difficult to obtain and the licensee will often face substantial competition from other video providers, such as conventional TV and home satellite dishes.

- Applicants for wireless cable licenses will not have to pay for anything other than the cost of the application preparation fee to share in the ownership of a station.

The FTC charged that Metro has presented its application preparation services as a low-risk investment when applicants are likely to lose all or most of the money they invest. Metro Communications Group did not respond to a BROADCASTING inquiry.

Some of the charges made against Metro have been made against another company, New York-based Tele-Wave Technology, by a former company salesperson who has detailed the operation to the FBI. An FBI agent in New York would not confirm or deny that an investigation is underway.

The former Tele-Wave salesperson described the process to BROADCASTING as follows: potential investors would be selected from a list of people known to have invested in speculative ventures in the past. The salesperson would call the potential investors, tell them that Tele-Wave could help them

get in on a federal government giveaway program along the lines of the cellular telephone boom of the mid-1980's, and set a fee of approximately \$10,000. The salesperson would emphasize the relatively low cost of the application fee, juxtaposing engineering survey costs estimated at upwards of \$150,000. While salespeople would note the risk involved, they would also emphasize the potential profits.

Keith Rich, a manager at Tele-Wave Technology, said his company has not assured any investor that they will win a license and said no guarantees have been made on the value of their investments.

"That's up to the area, that's up to the person," said Rich. "We can't guarantee that. All we are is an application firm. We let people know that."

Rich would not discuss Tele-Wave's application fees. But he was quick to deny that salespeople have been instructed to tell potential investors that engineering costs can run as high as \$150,000. He further noted that there have been many salesmen at Tele-Wave Technology who are no longer with the company.

"Our training is to present a fair and equitable picture for everyone," said Rich. "If you know of any of my salespeople that have presented the wrong picture, if they're still here, they wouldn't be tomorrow." ■

# Business

## STATIONS PAYING FOR NEW CHILDREN'S AD LIMITS

*Most ad inventory reduction has come out of station pockets*

**By Joe Flint**

**A**lthough the FCC's new guidelines regarding the amount of advertising inventory on children's programming just took effect (on Jan. 2), stations, syndicators and media buyers negotiated contracts last spring with the rules already factored in. Does that mean that all is well under the new rules and everyone is pleased with how things have worked out? Don't count on it.

During last year's upfront, says Julie Friedlander, senior vice president,

director, national broadcast, Ogilvy & Mather, "deals signed had the rules—which limit per-hour commercial matter on cable and broadcast TV to 10½ minutes on weekends and 12 minutes on weekdays—grandfathered in." What that also meant for most television stations is that they were the ones giving up advertising inventory to comply with the new regulations, not the syndicators. Jon Mandel, senior vice president, national broadcast, Grey Advertising, said "all the cut-backs came out of local time." For that to change, Mandel says, stations will have to pay a little more for the programming. This year, when station-syndicator contracts are negotiated, the balance of power between station and syndicator will be determined, Mandel says.

Station managers contacted by BROADCASTING agreed for the most part with Mandel's assessment. The stations most impacted by the new regulations will be independent stations and Fox affiliates. Most affiliate TV station operators will be little affected. A 1987-88 study by the National Association of Broadcasters found that in the top 20 markets, the

12-minute level was being exceeded by only 17% of all children's programs on a "per-hour basis." The excess inventory was likely coming in non-network programming in the early-morning and after-school children's programming carried by independents.

### Working out differences

How station managers and syndicators come to terms on working together to abide by the new legislation will be determined this year. "The big question," says Rod Bacon, vice president and general manager, WTXN(TV) Waterbury, Conn., "is: When will the syndicator and the station be more like partners?...I hope most syndicators will be reasonable and understand there will need to be adjustments." Bacon assumes that this fall, both syndicator and station will have less to sell.

Duane Kell, vice president and general manager, WKBD(TV) Detroit, said the regulations "will not have a full impact until fourth-quarter 1992. That is the only time when demand for kids advertising is at a point where stations max out on inventory."

Some station executives have said contracts with some syndicators have

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### SCANAMERICA: GOING TO KANSAS CITY

**T**wo Kansas City television stations have signed on to receive ScanAmerica, Arbitron's local market peoplemeter service. Now available in Denver, Phoenix, Pittsburgh and St. Louis, ScanAmerica measures the product purchases of a household as well as its program viewing choices.

Kansas City stations KSMO, an independent, and WDAF-TV, an NBC affiliate, will receive the new service when it becomes available, probably in late 1992.

"If all goes well, we'll have ScanAmerica in Kansas City in November of 1992," said Arbitron spokesman Thom Mocarsky. He said it is unlikely Arbitron will add the service to any other city before then.

Four of the six Kansas City TV stations, including KSMO and WDAF-TV, currently subscribe to the diary ratings services of both Arbitron and Nielsen.

—PV



clauses specifying that if there were cuts to be made, they would be made proportionally, so that both the syndicator and the station would share the burden of reduced advertising equally. In the meantime, stations are using their inventory that cannot be used for commercial matter for promotions and public service announcements.

One method that might solve the potential problem suggested by Kell and other general managers would have syndicators giving stations back time in the fourth quarter, when the children's market is at its strongest. Says Kell: "If I can pick up an extra 30-second spot in the fourth quarter, then turn it over to the syndicator in the first quarter, that spot is more beneficial [to the station] in the fourth quarter as opposed to the rest of the year."

#### Bigger risk for small syndicators

Those syndicators with strong children's programming may not have to give up much in the way of inventory to stations, while those with weaker programming could suffer. That could hurt smaller syndicators, who already are having trouble in a down economy.

Not all programming viewed primarily by children will be affected by the new regulations. Stations airing programs such as *The Flintstones* and *The*

*Jetsons*, which originally aired in prime time for adult audiences, do not have to comply with the guidelines.

Turner Program Services recently announced it is launching *Kids News*, a non-animated show. It is, says John Walden, senior vice president, marketing and sales, TPS, "designed to fit the needs of stations to meet the FCC's new guidelines" requiring the commission to consider the extent to which holders of broadcast licenses have served children's "educational and informational needs" during license renewals.

Much of the impact these new regulations will have on the industry will come down to how the economy recovers this year. Demand for children's programming by advertisers has been on the rise over the last few years after a decline—at least for the networks—from 1985 to 1988. Now, with NBC getting out of the children's programming business and with the new regulations, syndicators are banking on the reduced amount of available inventory leading to higher unit costs and cost-per-thousand. Syndicators claim they passed the networks last year with total advertising revenue approaching \$200 million, while the three networks and Fox accounted for roughly \$180 million. Of that \$180 million, NBC accounted for close to \$40 million. ■

## Changing Hands

**KKCW(FM) Beaverton (Portland), Ore.** □ Sold by Trumper Communications Inc. to Force II Inc. for \$21 million. **Seller** is headed by Jeffrey Trumper, who also owns WLAP-AM-FM Lexington, Ky.; KQQL(FM) Minneapolis and WTDR(FM) Charlotte, N.C. **Buyer** is headed by Norman Feuer, who holds approximately 6.9% voting stock of Noble Broadcast Group, licensee of 8 AM's and 10 FM's. KKCW has soft rock format on 103.3 mhz with 100 kw and antenna 1,654 feet above average terrain. *Broker: Star Media Group Inc.*

**KOPA(AM)-KSLX(FM) Scottsdale, Ariz.** □ Sold by Cook Inlet Radio Partners Ltd. to Great American Television & Radio Co. Inc. for

#### PROPOSED STATION TRADES

*By volume and number of sales*

This Week:

AM's □ \$2,330,000 □ 8

FM's □ \$23,575,000 □ 6

AM-FM's □ \$19,186,240 □ 9

TV's □ \$0 □ 0

Total □ \$45,091,240 □ 23

1991 to Date:

AM's □ \$84,659,886 □ 274

FM's □ \$247,586,223 □ 293

AM-FM's □ \$362,015,641 □ 222

TV's □ \$1,067,579,400 □ 83

Total □ \$1,761,841,150 □ 872

For 1990 total see Jan. 7, 1991 BROADCASTING.

## CLOSED!

**KSJX-AM/KSJO-FM, San Jose, CA** from Narragansett Broadcasting Company of California, Inc., to BayCom Partners, L.P., Jack McSorley and Ed Canty, Principals.

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\$11,406,240. **Seller** is headed by Dan Mason, and is licensee of one AM and six FM's in major markets. Parent corporation Cook Inlet Region Inc. is licensee of two TV's. **Buyer** is headed by George E. Castrucci and David H. Crowl; its sale of WDVE(FM) Pittsburgh and WNDE(AM)-WFBQ(FM) Indianapolis for \$54 million was recently approved (see "For the Record," Dec. 9, 1991). Great American is also licensee of five AM's, 10 FM's and five TV's. KOPA has a classic hits format on 1440 khz with 5 kw day. KSLX has a classic rock format on 100.7 mhz with 100 kw and antenna 1,847 feet above average terrain.

**WANS(AM)-WMM(FM) Anderson, S.C.** □ Sold by L. Winston Lee, receiver, to Desert Communications IV Inc. for \$3 million; consideration represents credit against judgment in favor of Greyhound Financial Corp., investor in station. **Seller** has no other broadcast interests. **Buyer** is headed by Gregory C. Smalis. John H. Johnson, party to assignment, is licensee of WJPC-AM-FM Chicago and WLOU(AM) Louisville, Ky. Affiliates of Desert IV Communications have applied for assignments of WLRS(FM) Louisville, Ky., and KYIF(FM) Oklahoma City. WANS has CHR, top 40 format on 1280 khz with 5 kw day and 1 kw night. WMM has CHR, top 40 format on 107.3 mhz with 100 kw and antenna 1,008 feet above average terrain.

**WACT-AM-FM Tuscaloosa, Ala.** □ Sold between principals within licensee New South Radio Inc. for \$1.3 million. **Sellers** are Stephen J. Taylor, Edward L. Taylor IV and Suzanne J. Taylor, who also have interests in one AM and four FM's. **Buyer** is Thomas J. Lich. WACT has C&W format on 1420 khz with 5 kw day and 108 w night. WACT-FM has C&W format on 105.5 mhz with 1.5 kw and antenna 400 feet above average terrain.

**KMGR-AM-FM Murray (Salt Lake City), Utah** □ Sold by Three Chiefs Inc. to RVI Ltd. for \$1 million. **Seller** is headed by Ragan Henry, who heads Ragan Henry Broadcast Group Inc., licensee of 8 AM's and 12 FM's. **Buyer** is headed by Bechtel, and has no other broadcast interests. KMGR(AM) is fulltimer with AC format on 1230 khz with 1 kw. KMGR(FM) has AC format on 107.5 mhz with 45 kw and antenna 2,850 feet above average terrain. *Broker: Kalil & Co.*

**WHKX(FM) Lafayette (Tallahassee),**

## WILLIS BUYS EVENING NEWS

**E**vening News Broadcasting, a 20-year-old Washington-based TV news bureau and production company with a film and tape library, has been purchased by L. Clayton Willis, veteran Washington correspondent. The price was not disclosed. Evening News provides news coverage and programs to television stations in the U.S. and overseas. Willis will serve as Evening News president and chief correspondent. He is a former newspaper and magazine reporter, an adviser to the Eisenhower, Johnson, Nixon and Ford administrations and is also producer/correspondent of the television shows *Collector Watch* and *30 Minutes*.

**Fla.** □ Sold by Rowland Capital Broadcasting Inc. to Marcus Communications Corp. for \$700,000. **Seller** is headed by Brian Rowland, who has interests in four FM's. **Buyer** is headed by Leonard Marcus and has no

other broadcast interests. WHKX has country format on 99.9 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Media Services Group.*

**WDOS(AM)-WSRK(FM) Oneonta, N.Y.** □ Sold by Hastings Broadcasting Corp. to Ultimate Broadcasting Network Inc. for \$700,000. **Seller** is headed by Gordon H. Hastings and has no other broadcast interests. **Buyer** is headed by Jaci Michelitsch, and has no other broadcast interests. WDOS has adult full-service format on 730 khz with 1 kw day. WSRK has beautiful music format on 103.9 mhz with 850 w and antenna 520 feet above average terrain.

**WMTO(FM) Port St. Joe, Fla.** □ Sold by WMTO Ltd. to Claycomb Communications Inc. for \$650,000. **Seller** is headed by managing partner Redge A. Mahaffey and has no other broadcast interests. **Buyer** is headed by Thomas and Karen Claycomb, husband and wife, and has no other broadcast interests. WMTO has AC format on 93.5 mhz with 25 kw and antenna 393 feet above average terrain. *Broker: Had-den & Assoc.*

## FIRM PICKS UP WHAT TVB LEFT OFF

**S**tation services formerly provided by the Television Bureau of Advertising have been privatized, in part. As the industry association has slimmed down and focuses on building national spot sales, several former TVB executives have formed The MediaCenter to help stations with local sales. Based in New York, the company is lining up outside financing and is scheduled to begin operations in March.

The MediaCenter's three partners are Barbara Zeiger, formerly TVB's senior vice president, marketing services; Charles Hanson, formerly vice president, station relations, and Timothy Cornillie, formerly manager, national market development.

Zeiger said last week The MediaCenter will not imitate all TVB services but: "We will replicate the premise that there is cost-effective training that can be used with stations in a variety of ways."

The MediaCenter plans to depart from TVB's services, said Zeiger, by contracting with outside sales training professionals to work with stations.

Like TVB, sales training will also be provided through satellite-fed sessions and a variety of learning materials.

The departure of TVB from station support activities may provide a business opportunity for other sales professionals and consultants. But many, such as Boston-based David Butterfield and Washington-based Lois Friedman, do not feel they competed with TVB before.

Ironically, TVB may bring back some of the same services that The MediaCenter is being formed to provide. Pat Gmitter of Cox Broadcasting and a TVB board member, said that while the elimination of local services was necessary, it is a situation "the board doesn't want to last forever." Asked why TVB should offer those services if private companies were providing them, Gmitter said: "When you are dealing singularly with an outside consultant or company, you wind up just talking to yourself. TVB was able to bring together salespeople from different companies and different parts of the country." ■



# Technology

## HBO, SHOWTIME, NETLINK AND SOUTHERN SATELLITE ADOPT VIDEOCIPHER-RS

*Aiming to end signal theft, General Instrument commits \$50 million to upgrade consumer descramblers; programers will 'shut off' old encryption system next fall*

By Peter Lambert

**G**eneral Instrument Corp.'s VideoCipher Division will plunk down \$50 million this year to replace approximately 270,000 home satellite descramblers and maintain control of a video encryption market almost lost because of widespread black-market sale of altered VideoCipher II descramblers.

VideoCipher "overpromised" the security of VC-II back in 1985, said division senior vice president Ken Kinsman, "and we're going to make up for that overpromise now."

Agreements reached last week with satellite programers Home Box Office Inc., Showtime Networks Inc., Tele-Communications Inc.-controlled Netlink USA Inc. and Southern Satellite Systems Inc. call for General Instrument to begin next month delivering upgraded VideoCipher-II-Plus descramblers to those programers' paying subscribers, about 95% of the legitimate home dish market.

The programers agreed to shut off their VC-II satellite feeds, switching over to VC-II-Plus-only delivery, after the upgrade is completed, perhaps as soon as September 1992. GI is negotiating with other satellite programers, who will almost certainly follow suit and adopt the upgraded encryption system, said Showtime spokeswoman Tola Murphy-Baran.

Theoretically, the 600,000 to 800,000 users of VC-II's that have been illegally altered to receive programing for free will then be cut off. Programers hope a significant number of "black box" owners will then purchase a legal descrambler (\$336

wholesale, plus retail markup) and become paying subscribers.

The new VC-RS (renewable security) version of Plus will accept a credit card-like "TvPass" card carrying replaceable encryption information. (VC-RS will also include a VideoPal pay-per-view ordering system.) It remained unclear whether last week's agreements specify what circumstances would trigger replacement of TvPass cards, or who would cover costs, given a black-market break of VC-RS. But, said Kinsman, "the risk of security must be a shared proposition" between the programers and GI in the future.

In any case, programers agree that the ability to use the TvPass card to cheaply and swiftly upgrade security will make selling altered descramblers too expensive and the black marketers' promise of "free programing forever" impossible. Without piracy, say

the programers, the home dish market will prove a significant market worth pursuing in earnest.

For now, GI will handle the brunt of costs for delivering (and installing through local satellite dealers) VC-RS and recovering VC-II's (via postage-paid mailers delivered with the new units) from 270,000 legitimate users. Those would be in addition to approximately 450,000 VC-Plus units sold since early 1990 and now on line. Kinsman said 28,000 new subscribers were authorized in December 1991, about the monthly average last year.

Nevertheless, HBO, Showtime, Netlink and Southern Satellite expect to spend millions of dollars each this year to educate consumers on the need for, and benefits of, what one observer called "the most ambitious consumer electronics recall I know of."

Another programer said, "Considering that GI has made several hundred million dollars" on the sale of an estimated 1.5 million decoders (between 600,000 and 800,000 of them illegally altered after sale to receive programing for free), "their spending \$50 million this year can hardly be characterized as generous."

Success would assure that GI continues its six-year-old hegemony in the satellite TV encryption market—for now. "Does the agreement mean VideoCipher forever?" asked one programer. "No. It takes care of a major-league problem here and now." With digital satellite TV transmission—and a whole new generation of encryption technology—on the horizon, said another programer, "it's not inconceivable that we could someday use more than one encryption technology." ■

### DIGITAL ADS

**C**able Television Laboratories has issued a request to more than 200 companies for information on proposed compressed digital commercial insertion equipment and services. Scott Bachman, director of technical operations projects for Cable-Labs, said cable operators could raise annual, per-subscriber spot ad revenue from \$1.50 to \$25 if they can use digital storage and insertion systems to overcome limitations associated with using videotape players to insert ads into 30-40 channels.

# Date Book

■ Indicates new listing or changed item

## THIS WEEK

**Jan. 20-24**—*NATPE International* convention. New Orleans Convention Center, New Orleans. Information: (213) 282-8801.

■ **Jan. 21**—"Women in the Workplace: The Legacy of the Clarence Thomas-Anita Hill Firestorm," conference sponsored by the *Washington Journalism Center*. The Freedom Forum (formerly Gannett Foundation). Arlington, Va. Information: (202) 337-3603.

**Jan. 21**—*Southern California Cable Association* monthly dinner meeting. Sheraton Hotel, Long Beach, Calif. Information: Kathie Deikos, (310) 398-2553.

**Jan. 21-23**—47th annual Georgia Radio-Television Institute sponsored by *Georgia Association of Broadcasters*. Georgia Center for Continuing Education at the University of Georgia, Athens, Ga. Information: (404) 395-7200.

**Jan. 21-May 31**—The Television of Dennis Potter, sponsored by *The Museum of Television and Radio*. Museum, New York. Information: (212) 621-6600.

■ **Jan. 22**—*National Academy of Television Arts and*

*Sciences, New York chapter*, drop-in luncheon. "The Regionalization of News on Cable, or Dividing the News Viewing Pie Into Tastier Pieces." Speakers: Mike Adams, Tribune Regional Programming, Inc.; Phil Balboni, The Hearst Corporation; John Hillis, ALLNEWSCO, Inc.; John Orr, Katz Cable Sales, and Paul Sagan, Time Warner New York City News Channel. Copacabana, New York. Information: (212) 768-7050.

**Jan. 22**—Deadline for entries for the 1991 National Awards for Education Reporting honoring the best education reporting in the print and broadcast media during the calendar year 1991. Sponsored by *Education Writers Association*. Information: (202) 429-9680.

**Jan. 23-25**—*Women in Cable* leadership conference. Marriott Mountain Shadows, Scottsdale, Ariz. Information: Cathy Pena, (312) 661-1700.

**Jan. 24**—*New York Festivals* international 1991 Television Advertising Awards ceremonies and banquet. Marriott Marquis Hotel, New York. Information: (914) 238-4481.

**Jan. 25**—Deadline for entries in the Janus Awards competition for excellence in financial and economic broadcast news sponsored by *Mortgage Bankers Association of America*. Information: Jane DeMarines, (202) 861-6554, or Sharon McHale, (202) 861-6568.

**Jan. 25-29**—49th annual *National Religious Broad-*

*casters* convention. Washington. Information: (201) 428-5400.

## ALSO IN JANUARY

**Jan. 27**—*Nebraska Broadcasters Association* Legislative/Hall of Fame banquet. Cornhusker Hotel, Lincoln, Neb. Information: Richard Palmquist, (402) 333-3034.

■ **Jan. 27**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in dinner. An evening of comedy with Jamie deRoy, Jack Eagle, Mickey Freeman and Bill Scheft. Copacabana, New York. Information: (212) 768-7050.

**Jan. 29**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Janeen Bjork, vice president and director of programming, Sattel, Inc.; John Von Soosten, vice president and director of programming, Katz Television Group. Copacabana, New York. Information: (212) 768-7050.

■ **Jan. 30**—Alfred I. duPont Forum sponsored by *Alfred I. duPont Center for Journalism* and the *Graduate School of Journalism, Columbia University*. Among speakers: Morley Safer, CBS News; Garrick Utley, NBC News; Robert Wright, president and CEO, NBC, and Brit Hume, ABC News. Kel-

## MAJOR MEETINGS

**Jan. 20-24**—29th *NATPE International* convention, New Orleans Convention Center, New Orleans. Information: (213) 282-8801.

**Jan. 25-29**—49th annual *National Religious Broadcasters* convention. Washington. Information: (201) 428-5400.

**Jan. 30-Feb. 2**—*Radio Advertising Bureau* Managing Sales Conference. Nashville. Information: (212) 254-4800.

**Feb. 7-8**—26th annual *Society of Motion Picture and Television Engineers Advanced Television and Electronic Imaging* conference. Westin St. Francis Hotel, San Francisco. Information: (914) 761-1100.

**Feb. 9-14**—14th *International Market of Cinema, TV and Video*. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

**Feb. 12-14**—*Satellite Broadcasting and Communications Association* winter conference. Reno, Nev. Information: (703) 549-6990.

**Feb. 26-28**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex. Information: (512) 474-2082.

**March 4-7**—23rd *Country Radio Seminar*, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

**March 25-28**—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Holiday Inn Crowne Plaza, Washington. Information: (803) 777-3324 or (412) 357-3210.

**April 5-7**—*Cabletelevision Advertising Bureau* 11th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

**April 8-11**—*American Association of Advertising Agencies* annual convention. Ritz-Carlton, Naples, Fla. Information: (212) 682-2500.

**April 10-12**—*Television Bureau of Advertising* 37th annual meeting. Las Vegas. Information: (212) 486-1111.

**April 10-15**—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

**April 12-16**—*National Association of Broadcasters* 70th annual convention and HDTV World conference and exposition. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300 and for HDTV World: Rick Dobson, (202) 429-5335. Future convention: Las Vegas, April 19-22, 1993.

**April 22-24**—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York. Information: (708) 296-0200. Future conventions: April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.; and 1994, Town and Country Hotel, San Diego, Calif.

**May 2-6**—*Public Radio* annual conference. Sheraton Hotel, Seattle. Information: (202) 822-2000.

**May 3-6**—*National Cable Television Association* annual convention. Dallas. Information: (202) 775-3669. Future convention: June 6-9, 1993, San Francisco.

**May 27-30**—*American Women in Radio and Television* 41st annual convention. Phoenix. Information: (202) 429-5102.

**June 10-13**—*NAB/Montreux International Radio Symposium and Exhibition*. Montreux, Switzerland. Information: (202) 429-5300.

**June 14-17**—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference and expo. Seattle, Wash. Information: (213) 465-3777. Future convention: June 13-16, 1993, Orlando, Fla.

**June 23-26**—*National Association of Broadcasters* board of directors meeting. Washington. (202) 429-5300.

**July 2-7**—*International Broadcasting Convention*. RAI Center, Amsterdam. Information: London—44 (71) 240-1871.

**Aug. 6-8**—*Satellite Broadcasting and Communications Association* summer conference. Reno, Nev. Information: (703) 549-6990.

**Aug. 23-26**—*Cable Television Administration and Marketing Society* annual convention. San Francisco Hilton, San Francisco. Information: (703) 549-4200.

**Sept. 9-11**—Eastern Cable Show sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 255-1608.

**Sept. 9-12**—Radio '92 convention, sponsored by *National Association of Broadcasters*. New Orleans. Information: (202) 429-5300.

**Sept. 23-26**—*Radio-Television News Directors Association* conference and exhibition. San Antonio, Tex. Information: (202) 659-6510.

**Oct. 12-18**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

**Oct. 14-17**—*Society of Broadcast Engineers* annual convention and exhibition. San Jose, Calif. Information: (317) 253-1640.

■ **Nov. 10-13**—*Society of Motion Picture and Television Engineers* 134th technical conference and equipment exhibit. Metro Toronto Convention Centre, Toronto, Ontario. Information: (914) 761-1100.

**Nov. 20-22**—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera Hotel, Las Vegas. Information: 1 (800) 255-8183.

■ **Dec. 2-4**—Western Cable show sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim. Information: (415) 428-2225.



logg Conference Center. School of International and Public Affairs. New York. Information: (212) 854-5047.

**Jan. 30—**Alfred I. duPont-Columbia University Awards reception and ceremony sponsored by *Alfred I. duPont Center for Journalism and the Graduate School of Journalism, Columbia University*. Low Memorial Library. Columbia University, New York. Information: (212) 854-5047.

**Jan. 30-Feb. 2—Radio Advertising Bureau** 12th annual managing sales conference. Opryland Hotel, Nashville. Information: (212) 254-4800.

**Jan. 31—**The Winners Circle sponsored by *Alfred I. duPont Center for Broadcast Journalism and the Graduate School of Journalism, Columbia University*. 1992 duPont-Columbia Award winners will show excerpts and discuss their broadcasts. World Room, Journalism School, Columbia University, New York. Information: (212) 854-5047.

**Jan. 31—**Deadline for entries for the 24th annual Robert F. Kennedy Journalism Awards sponsored by the *Robert F. Kennedy Journalism Awards Committee* and the *Robert F. Kennedy Memorial*. Entries must have been published or broadcast in the United States for the first time in 1991. Information: Jennifer Phillips (202) 333-1880.

**Jan. 31—**Deadline for application to *Harvard University Neiman Fellowships for Journalists*. Applicants must be full-time news, editorial employees or photographers with newspapers, press services, radio, television or magazines (except for trade journals); have three years of professional experience in the media and must obtain their employer's consent for a leave of absence for the academic year. Information: (617) 495-2237.

**Jan. 31—**Deadline for entries for the 1992 *Radio-Television News Directors Association* Regional Awards. Open to all radio and television stations. Entries must be submitted by stations. Entries from individuals, networks or station groups are not eligible. Information: (202) 659-6510.

**Jan. 31—**Deadline for entries in *Sammons Communications* and *C-SPAN* third annual scholarship contest for high school seniors in Sammons' franchised cable areas nationwide. Information: (214) 484-8888.

**Jan. 31—**Deadline for entries for the 1992 Vanguard Awards sponsored by *National Cable Television Association*. Information: (202) 775-3669.

**Jan. 31-Feb. 1—**"Getting a Jump Start on Cable Issues," ninth annual conference sponsored by *Minnesota Association of Cable Television Administrators*. Radisson Executive Conference Center and Hotel, Plymouth, Minn. Information: Linda Magee, (612) 782-2812.

**Jan. 31-Feb. 2—California Broadcasters Association** winter conference. Wyndham Hotel, Palm Springs, Calif. Information: (916) 444-2237.

**Feb. 4—**Deadline for entries in 1992 National Media Owl awards sponsored by *Retirement Research Foundation*. Entries must have been produced in the United States and broadcast between Jan. 1 and Dec. 31, 1991. Information: (312) 915-6868 or (312) 664-6100.

**Feb. 4-5—South Carolina Cable Television Association** winter meeting. Downtown Marriott, Columbia, S.C. Information: Nancy Horne, (404) 252-2454.

**Feb. 4-5—Arizona Cable Television Association** annual meeting. Hyatt Regency, Phoenix, Ariz. Information: (602) 955-4122.

**Feb. 5—National Academy of Television Arts and Sciences, New York chapter**, drop-in luncheon. Speaker: Terry Botwick, vice president, original programming, The Family Channel, Copacabana, New York. Information: (212) 768-7050.

**Feb. 5-9—**20th annual faculty industry seminar sponsored by *International Radio and Television Society*. Theme: "Surviving in the 1990's: Is Broadcasting on Its Way Up or Out?" New York Marriott East Side, New York. Information: (212) 867-6650.

**Feb. 5-9—Urban Network** third annual conference. Stouffer Concourse Hotel, Los Angeles. Information: (818) 843-5800.

**Feb. 6—American Association of Advertising Agencies** legal issues seminar. Regent Beverly Wilshire Hotel, Los Angeles. Information: Dorothy Forget, (212) 682-2500.

**Feb. 6—**"Computers for Video, Video for Computers," all-day tutorial sponsored by *Society of Motion Picture and Television Engineers*. Westin St. Francis, San Francisco. Information: (914) 761-1100.

**Feb. 6-8—American Women in Radio and Television** board of directors and foundation board meeting. Washington. Information: Donna F. Cantor, (202) 429-5102.

**Feb. 7—**Newsmaker luncheon sponsored by *International Society of Radio and Television*. Featured speakers from network entertainment division presidents: Peter Chernin, Fox Broadcasting Company; Robert Iger, ABC Entertainment; Warren Littlefield, NBC Entertainment, and Jeff Sagansky, CBS Entertainment. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

**Feb. 7-8—**Midwest regional conference of college broadcasters sponsored by *National Association of College Broadcasters*. Indiana University, Bloomington, Ind. Information: Glenn Gutmacher, (401) 863-2225.

**Feb. 7-9—**26th annual *Society of Motion Picture and Television Engineers* advanced television and electronic imaging conference. Westin St. Francis, San Francisco. Information: (914) 761-1100.

**Feb. 7-9—Oklahoma Association of Broadcasters** winter convention. Marriott Hotel, Oklahoma City. Information: (405) 848-0771.

**Feb. 9-14—**27th annual management development seminars for broadcast engineers sponsored by *National Association of Broadcasters*. University of Notre Dame, South Bend, Ind. Information: (202) 429-5346.

**Feb. 9-14—14th International Market of Cinema, TV and Video**. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

**Feb. 10-11—Radio Group Head Fly-In** sponsored by *National Association of Broadcasters Radio Department*. Grand Hyatt, Washington. Information: Jackie Kane, (202) 429-5402.

**Feb. 11—**"Using Humor in Business," breakfast sponsored by *American Women in Radio and Television, New York City chapter*. Intercontinental Hotel, New York. Information: Linda Pellegrini, (212) 572-5234.

**Feb. 11-12—The Georgia Cable Television Association** annual convention. Peachtree Plaza Hotel, Atlanta. Information: Nancy Horne, (404) 252-4371.

**Feb. 11-12—North Carolina Cable Television Association** winter meeting. Washington Duke Inn, Durham, N.C. Information: (919) 821-4711.

**Feb. 11-12—Television Advertising Forum**, sponsored by *Association of National Advertisers*. Waldorf-Astoria Hotel, New York. Information: (212) 697-5950.

**Feb. 12—National Academy of Television Arts and Sciences, New York chapter**, drop-in luncheon. Speaker: Michael B. Alexander, president and general manager, WWOR-TV, Copacabana, New York. Information: (212) 768-7050.

**Feb. 12-14—Satellite Broadcasting and Communications Association** winter conference. Reno, Nev. Information: (703) 549-6990.

**Feb. 14—**Deadline for entries in international print and radio advertising awards competition sponsored by *The New York Festivals*. Package design added as new competition category. Submissions must have been produced, run or distributed after March 1, 1991. Information: (914) 238-4481.

**Feb. 17-19—Broadcast Cable Credit Association** credit seminar. Town and Country Hotel, San Diego. Information: Cathy Lynch, (708) 296-0200.

**Feb. 18—West Virginia Broadcasters Association** sales seminar. Charleston Marriott, Charleston, W. Va. Information: Marilyn Fletcher, (304) 344-3798.

**Feb. 18-19—Wisconsin Broadcasters Association** winter convention. The Edgewater Hotel, Madison, Wisc. Information: John Laabs, (608) 255-2600.

**Feb. 19—National Academy of Television Arts and Sciences, New York chapter**, drop-in luncheon. Speaker: Pierre Cossette, producer of the Grammy Awards and of "The Will Rogers Follies" currently on Broadway, Copacabana, New York. Information: (212) 768-7050.

## FEBRUARY

**Feb. 1—**Deadline for entries for the 1992 Wilbur Awards honoring excellence in the communication of religious values, issues and themes in the news and entertainment media. Sponsored by the *Religious Public Relations Council*. Information: (215) 642-8895.

**Feb. 1—**Deadline for entries in 1992 Best of the Best Promotion Contest sponsored by *National Association of Broadcasters Radio Department*. Information: William Peak, (202) 429-5300.

**Feb. 2-3—Minnesota Broadcasters Association and Society of Broadcast Engineers** winter conference. The Radisson Hotel, Minnetonka, Minn. Information: Tascha Renken, (612) 926-8123.

**Feb. 4—Idaho Cable Television Association** winter convention and legislative meeting. Owyhee Plaza, Boise, Idaho. Information: Shirley Chambers, (208) 345-5660, or Steve Hawley, (208) 377-2491.

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■ **Feb. 19**—*American Association of Advertising Agencies* legal issues seminar. The Drake Hotel, Chicago. Information: Dorothy Forget. (212) 682-2500.

■ **Feb. 19**—*West Virginia Broadcasters Association* sales seminar. Morgantown Ramada Inn, Morgantown, W. Va. Information: Marilyn Fletcher. (304) 344-3798.

■ **Feb. 19**—*National Press Foundation's* annual awards dinner featuring presentation of the Sol Taishoff Award for Excellence in Broadcasting to Ken Burns, maker of 1990 PBS documentary "The Civil War." Sheraton Washington Hotel, Washington. Information: Denise Slaughter or Donna Washington. (202) 662-7350.

■ **Feb. 19-20**—*The Museum of Television and Radio* presents the Mark Goodson seminar series. "Two Evenings with Barbara Walters." Museum, New York. Information: (212) 621-6600.

■ **Feb. 19-20**—*Broadcast Cable Financial Management Association and Broadcast Cable Credit Association* board of directors meeting. Town and Country Hotel, San Diego. Information: Cathy Lynch. (708) 296-0200.

■ **Feb. 20**—*Federal Communications Bar Association* luncheon. Speaker: Sharon Percy Rockefeller, president of WETA. Washington Marriott, Washington. Information: Mary Blasinsky. (202) 833-2684.

■ **Feb. 24-25**—Advanced management training seminar for public broadcasting executives sponsored by *Stanford University, Alaska Public Radio Network, Management Action Programs, Inc.* and the *Corporation for Public Broadcasting*. Palo Alto, Calif. Information: Karen Cox (907) 277-2776.

■ **Feb. 25**—*American Association of Advertising Agencies* legal issues seminar. The Grand Hyatt Hotel, New York. Information: Dorothy Forget. (212) 682-2500.

■ **Feb. 25-26**—Great Lakes Broadcasting conference

## ERRATA

**The correct entry for 3-15 Productions** in the NATPE exhibitor list (Jan. 13) should have been: 3-15 Productions, 502 Commercial St., Boston, Mass. 02109. Staff: Tom Sullivan, John Pineau. Program: *Street New*.

**"Citizen Turner,"** scheduled for publication in 1994, **will not be the first biography of Ted Turner** as reported in a Jan. 6 "In Brief." "Lead, Follow or Get Out of the Way: The Story of Ted Turner" was published in 1981, and "Ted Turner: The Man Behind the Mouth" was published in 1978.

and exposition sponsored by *Michigan Broadcasters Association*. Lansing Center, Lansing, Mich. Information: Leslie Staniszewski. (517) 484-7444.

■ **Feb. 26-28**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex. Information: (512) 474-2082.

■ **Feb. 27-28**—"New Ways to Win New Business." seminar sponsored by *American Association of Advertising Agencies*. Arrowwood Conference Center, Rye Brook, N.Y. Information: Linda Field. (212) 682-2500.

■ **Feb. 28**—Deadline for applications to environmental journalism fellowship sponsored by the *University of Michigan* and the *Scripps Howard Foun-*

*dation*. Candidates must have a minimum of three years newsroom experience and hold full-time positions with news organizations. Information: (313) 763-1155 or (313) 763-5943.

■ **Feb. 28-March 1**—*Intercollegiate Broadcasting System* national convention. Ramada Hotel at Madison Square Garden, New York. Information: Jeff Tellis. (914) 565-6710.

## MARCH

■ **March 4-7**—23rd Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

■ **March 6-8**—11th annual Northern California *Radio and Television News Directors Association* convention and awards. Clarion Inn, Napa Valley, Calif. Information: Darryl Compton. (415) 561-8760.

■ **March 6-8**—*Radio and Television News Directors Association* region two super-regional conference. Clarion Inn, Compton, Calif. Information: Darryl Compton. (415) 561-8760.

■ **March 7-10**—*National Association of Broadcasters* 36th annual state leadership conference. J.W. Marriott Hotel, Washington. Information: (202) 429-5300.

■ **March 9-11**—First annual marketing co-op conference sponsored by *Cable Television Administration and Marketing Society*. South Shore Harbour Resort and Conference Center, Houston. Information: (703) 549-4200.

■ **March 11**—*Ohio Cable Television Association* annual meeting and cablecasting awards. Hyatt on Capitol Square, Columbus. Information: Janet Johnson. (614) 461-4014.

■ **March 11**—Newsmaker luncheon sponsored by *International Radio and Television Society*. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

■ **March 12-15**—*National Federation of Community Broadcasters* annual conference. Seattle. Information: Wendy Muzzy. (202) 393-2355.

■ **March 13-15**—"Economic Issues in the 1992 Elections." conference for journalists sponsored by *Foundation for American Communications* and the *Ford Foundation*. Asilomar Conference Center, Pacific Grove, Calif. Information: (213) 851-7372.

■ **March 14**—The Green Eyeshade Awards program sponsored by *Society of Professional Journalists, Atlanta professional chapter*. Atlanta Airport Marriott, College Park, Ga. Information: Kat Yancey. (404) 496-9957.

■ **March 15**—Deadline for entries for second *International Competition for New Media Technology*. Information: Christine Davet. (514) 842-5333.

■ **March 16**—Deadline for entries for 1992 national Clarion Awards competition sponsored by *Women in Communications, Inc.* Information: Laura Rush. (703) 528-4200.

■ **March 16-18**—*North Central Cable Television Association* trade show and convention. Hyatt Regency Hotel, Minneapolis. Information: (612) 641-0268.

■ **March 17**—*American Advertising Federation* government affairs conference. Willard Hotel, Washington. Information: Clark Rector. (202) 898-0089.

■ **March 18**—Presentation of *International Broadcasting Awards* for "world's best radio and TV commercials," sponsored by *Hollywood Radio and Television Society*. Beverly Hilton, Los Angeles. Information: (818) 769-4313.

■ **March 19**—48th annual *Radio and Television Correspondents Association* dinner. Washington Hilton. Washington. Information: Ivan Goldberg. (202) 828-7016.

■ **March 19**—*Federal Communications Bar Association* luncheon. Speaker: Newton Minow, former FCC chairman. Washington Marriott, Washington. Information: Mary Blasinsky. (202) 833-2684.

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| <input type="checkbox"/> General Sales Manager |  |
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# Open Mike

## AN ORIGINAL

EDITOR: I just read the current issue of *Time* featuring its "Man of the Year": Ted Turner.

I'll never forget several years back on a rainy Saturday afternoon tuning in the "snowy" picture of WRET-TV ch. 36 in Charlotte, N.C. As I watched, the owner was hosting a telethon asking the viewing public to send in a donation to keep the station on the air and subsequently help them to buy better equipment and programming.

Like most of his other accomplishments, this one sounded crazy at first and was something that most broadcasters and business people would never conceive, much less attempt. But like most of his other ideas, it worked, and his chapter in history continues to grow to our amazement.

Perhaps Ted Turner could best be described as an excellent example of what determination, innovation and inspiration can achieve in our system of free enterprise.—*Jeffrey B. Long, station manager, WHKY-AM-TV Hickory, N.C.*

## ADDENDA

EDITOR: The "60th Anniversary Supplement" to the Dec. 9, 1991, issue of *BROADCASTING* is an outstanding historical piece that should be in the reference library of every college and university that has a broadcasting sequence.

If there is ever going to be a rewrite of this material I have several suggestions. More space could be devoted to the development and transition to FM broadcasting. It was a rough, uphill battle, with many forces in opposition to this service. AM broadcasters carried FM for years before it became financially successful. An article by an outstanding engineer in the July 22, 1946, issue of *BROADCASTING* reported: "Mr. Shouse stated two fundamental objections to FM: (1) it will not replace AM; (2) its high fidelity is largely a myth." As the supplement points out,

Major Edwin Armstrong jumped to his death from his apartment overlooking the East River in the spring of 1954 because he was despondent over the slow growth of FM and the losses of over a million dollars operating his Alpine, N.J., station serving New York. If he could have held out the station would soon have been worth many millions. The Birch report in the Dec. 16 issue of *BROADCASTING* shows the complete dominance of FM.

Another area of outstanding historical interest is the battle for color standards, when conversion from black and white to color television was under consideration. Dr. George H. Brown, who was head of the Sarnoff Labs during this change, devoted over 100 pages of his book "Reflections of a Research Engineer" to this intense, hard-fought battle. This is important because we may be facing the same problems in setting a standard for HDTV.—*A. James Ebel, Broadcast Consulting, Lincoln, Neb.*

## DUAL-PURPOSE RULE

EDITOR: The latest round of industry debate over the prime time access rule, engendered by the FCC's upcoming review (*BROADCASTING*, Dec. 3, 1991) has failed to touch on one of the major reasons the FCC originally established the rule in 1970.

Yes, it's been more than 21 years. But has the television community completely forgotten that other than to increase program diversity, PTAR's main purpose was to encourage local programming and production? The FCC, in keeping with its long-standing policy of regulating broadcasting in the public interest, hoped to "stimulate locally meaningful programming." With few exceptions, we know how that turned out.

Then-FCC chairman Dean Burch opposed PTAR in 1970, calling its motives "pollyannish." He had strong reservations that diverse, quality programming would result from a rule that ignored the economics of TV production and distribution. "Both

producers and affiliates will inevitably drift to the sure thing, the tried and true, because of economics," he said. Few now would deny that he called it right.

But as we debate the efficacy of the rule as it applies in 1992, let us not forget that PTAR's sole purpose was not just to give syndicators a leg up in the marketplace. It was also designed to encourage the reason many of us got into the business in the first place—to produce quality programs of significance to our viewers.—*Marilyn Ringo, independent producers and anchor, CNN Headline News, Atlanta.*

## MISSED BING

EDITOR: Bob Hope referred to CBS as Crosby and Benny's Strongbox, yet while you chose to honor the latter in your Dec. 9, 1991, Hall of Fame selection, your omission of the former is a glaring error.

Who was one of the first major talents signed by William Paley for his fledgling radio network? Who pioneered the use of transcriptions in network radio? And more important, whose money helped finance a little-known electronics firm called Ampex in its drive to develop audio and video tape technology?

Bing Crosby helped change forever how we do business in broadcasting. All of the other entertainers inducted were and are great talent, yet few put up the money and enhanced development like the Ol' Groaner.—*Brian R. Johnson, owner, The Doctors of Fontology, Cleveland, Ohio.*

## DUCK TALK

EDITOR: Congratulations on your Nov. 25, 1991, editorial, "Quacks Like a Duck."

We built our facilities with hard work, sweat and tears, plus we paid our taxes over the years.

Public broadcasting is a monster that must be stopped by the legislators that created it and keep funding it.—*John A. Goeman, owner, KJAM-AM-FM Madison, S.D.*

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## RADIO

### HELP WANTED MANAGEMENT

**General manager:** Florida resort and retirement area, AM daytimer, traditional MOR format. Establish and administer sales department. Must excel at communication and sales. Opportunity to invest or acquire an equity position could be made available. Send resume and references to Box A-33. EOE, M/F.

**General/sales manager:** Experienced, energetic, aggressive motivating, knowledgeable in all aspects of small market station operations. Needed to direct professional staff and handle accounts in N. VA FM station. Send resume, salary requirements and references to Box A-32. EEO.

### HELP WANTED SALES

**GSM for major sunbelt radio network.** Send resume to Box T-32. EOE.

**Two station FM group** needs a sales manager and an account executive for St. Thomas and St. Croix. Experience and solid track record required. Only aggressive self-motivators need apply to the powerstations WVGN/WAVI, PO Box 10772, St. Thomas, VI 00801. EOE/MF.

**AE's:** Big commissions, established list. 50,000 watt AOR covering four states. Resumes: WEQX-FM, PO Box 1027, Manchester, VT 05254. EOE.

### HELP WANTED ANNOUNCERS

**Resort Eastern Shore** top rated A.C. looking for morning personality to work with team. T. & R. to Sandi. C.O. WQHQ, PO Box U, Salisbury, MD 21802. Females encouraged to apply. EOE.

### HELP WANTED NEWS

**News director wanted** for state-of-the-art AM/FM station in North Central Illinois. Beautiful city. Excellent benefit package. Send tape and resume to WZOE, Box 69, Princeton, IL 61356. EOE.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Assistant general manager/program director,** WWNO-FM, New Orleans: Public station with Classical/Jazz/NPR news format seeks assistant general manager/program director to manage its programming and supervise its programming staff. Qualified applicants have bachelor's degree and minimum three years radio programming experience with emphasis on Classical music knowledge and management ability. Applicants are invited to send letter, resume, three professional references, and cassette of best music production to: General Manager, WWNO-FM, University of New Orleans, New Orleans, LA 70148. Applications accepted through January 27, 1992, or until position is filled. To obtain detailed description of WWNO and this position, write to address above or call 504-286-7000. WWNO is an equal opportunity, affirmative action employer.

**Program director:** WASH 97.1 FM is seeking an experienced Soft Adult Contemporary program director. Applicants should be knowledgeable, creative, able to think strategically and have a proven track record. Send resume and cassette to Michael L. Douglass, Vice President and General Manager, 3400 Idaho Avenue, NW, Washington, DC 20016. EOE. M/F.

**Radio services manager:** Experienced news director/announcer needed to write, produce, voice, and manage national radio actuality program and spot market advertising production. Benefits, EOE. Send resume and cassette to Marilyn Fancher, Republican National Committee, 310 First St., SE, Washington, DC 20003. No calls please.

### SITUATIONS WANTED MANAGEMENT

**Energetic professional seeks management opportunity** in small/medium market. Extensive background includes major market on-air experience, sales and public relations. Robert Schenck 310-769-0672.

**Spanish media consultant:** Attention principals and investors (check out AM bargains!) in the West and Southwest. Spanish could be the answer! Past 13 years recognized expert in Hispanic marketing/media. Previous 10 years in radio sales. Credentials. From feasibility through final changeover and beyond. Dennis McCann, PO Box 291986, Los Angeles, CA 90029. 213-664-3837.

**Unique combination of radio skills:** #1 air personality, #1 program director, #1 salesman, #1 general manager. Dynamic major market pro seeks GM position in Southern California, Hawaii, or North Carolina. Write to Box A-10.

**Large market air personality,** creative, programming, leadership experience, 14 years with one of radio's legendary success stations, seeking GM/OM post with small/medium Florida market shop. Reply to Box A-11.

**Owner/general manager:** Want bottom line results! I produce! Former owner with 12 years GM experience. Major, medium & Florida markets. Available immediately. Call Ron at 813-489-3196 and 1992 will be your best year!

**Career working VP/GM/GSM** seeks new challenge. Most formats, all market sizes. College, leader, successful winner. Turnarounds, short-term assignments welcomed. References. Reply to Box A-27.

**General manager/general sales manager:** Experienced leader who has small market and medium market success. I know the meaning of the phrase "team concept." Looking for a real challenge that has realistic goals. I also have a complete team to bring in if needed from sales to on-air talent. Reply to Box A-28.

**I'm available now...** Take charge, highly professional broadcaster with NY radio market background seeks position as GM or GSM. Experience in retail/co-op sales, programming, promotion, community service... Stand alone, start-up, turn around stations. Northeast markets only. Call Rich 201-429-7323.

**Perfect turnaround formula** for any AM or FM station and the best personnel in the business to carry out the task! Call for details. Bill Elliott, Consultant/Headhunter, 813-849-3477.

### SITUATIONS WANTED ANNOUNCERS

**Six years experience,** dependable. Northeast preferred but would consider Mid-Atlantic states. Available immediately. Call Mike at 716-359-9952.

**18 years in radio** as announcer, music, program, and public service director. Dependable, stable, excellent references. All shifts. Mike, 904-255-6950.

**Young PBP man** looking for a team. Baseball anyone? Whichever league; wherever you are, I want to be the voice of a ballclub. Steve 602-425-4471/5523.

### SITUATIONS WANTED TECHNICAL

**Engineer with a hard line emphasis** on preventative maintenance. Looking for medium market station. Military trained in all aspects of AM & FM including automations. All areas considered. Call for resume and references. 704-474-4373.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Medium market CHR PD** wants to help your station win! Can develop Adult CHR format or traditional CHR format to reach 12-34 or 18-34 demographics. Excellent leadership skills, production abilities, and references. Call Jeff Rivers at 512-618-2824.

## TELEVISION

### HELP WANTED MANAGEMENT

**General manager/station manager:** Top 50 market, network affiliate. Solid group owner seeks manager for the 90's. EOE. Reply to Box A-12.

**Wanted:** A unique career opportunity in one of the fastest growing areas of the television industry, a top 10 syndicator seeks a national sales manager for their advertising time sales division. Minimum of five years experience in advertising sales/management required. Exceptional performance based compensation plan and excellent benefits. Submit resume to Box A-13. EOE.

**Account executive:** NBC affiliate seeks aggressive, creative, local account executive with minimum of three years experience. Must be self-motivated and a team player—new business development skills an asset. Send resume to Marv Gottlieb, WKJG-TV, 2633 W. State Blvd., Ft. Wayne, IN 46808. EOE M/F—no phone calls or faxes.

**Local sales manager:** ABC affiliate in "the heart of Illinois" is looking for a proven motivator and leader. Must have experience in new business development and added-value sales campaigns. Send resume to Mark Cummings, General Manager, WHOI-TV, 500 North Stewart Street, Creve Coeur, IL 61611. EOE.

**Operations manager:** Candidates should possess minimum of three years management experience in programming and/or operations areas. Responsibilities include programming, operations, production and graphics. Great opportunity with one of the nation's leading Fox groups. Send resume to Dave Miller, Vice President/General Manager, WRGT-45TV, 45 Broadcast Plaza, Dayton, OH 45408. No calls. EOE.

**An entertainment conglomerate** based domestically and in multi-locations internationally seeks resumes of executive talent at the director through CEO levels for present and continuing recruitment activities. The company's interests include TV, film, radio, cable, video, pay-per-view, music, hardware and high-technology. Please respond in total confidentiality to Radio City Station, PO Box 875, New York, NY 10101-0875 or fax number 212-246-5383. You will be contacted when appropriate openings emerge. EOE.



**National sales manager:** River City Broadcasting's KDSM-17 in Des Moines, Iowa is looking for an experienced national sales manager. Independent station and rep firm experience preferred. Excellent position with growth opportunity. Call 515-287-1717 or fax resume 515-287-0064. Ted Stephens, KDSM Fox-17, 4023 Fleur Drive, Des Moines, IA 50321. EOE.

#### HELP WANTED SALES

**TV/radio sales position.** Immediate opening. broadcasting's oldest media/merchandising-sales/promotion firm (38 years). TV/sales experience required-time, travel (Monday/Friday). Draw against generous commission, six figure potential. Resume and recent picture: John Gilmore, President. CCA, Inc., Box 151, Westport, CT 06881. EOE

**Local account executive:** Immediate opportunity! Leading CBS affiliate South Florida top fifty growth market seeking three local account executives. If you're great at developing new business, we want to talk with you. Prefer no less than 2 years local broadcast sales experience. Send or fax your resume to: John Gee, Local Sales Manager, WPEC-TV, PO Box 24612, West Palm Beach, FL 33416-4612. Fax: 405-881-0741. No phone calls please. We are an equal opportunity employer.

**Local sales manager:** Mid-Atlantic, top fifty, strong, growing affiliate looking for an exceptional sales leader. The winning candidate will be highly motivated, a real team player and a television marketing professional for the 90's. Major emphasis on new business, vendor, selling value, and growing the television market. Position available immediately for the right individual. Resumes to Box A-26. An EOE-M/F station.

**Marketing director:** Basic knowledge of computers, research/marketing background, sales experience helpful, organized, degree preferred. Responsible for generating revenue through co-op. Coordinating various local promotional events. Please mail resume to: Personnel Director, KLST, PO Box 1941, San Angelo, TX 76902. EOE

#### HELP WANTED LEGISLATION

**Legislation:** Award-winning public TV association seeks congressional representative. Requires min. 5 years experience in affecting national policy, especially in appropriations or education. Experience in telecommunications, especially public broadcasting and/or ITV, highly desirable. Mid-50's to mid-60's + benefits. Please forward a letter listing your qualifications and a resume to: Ms. Vanessa Armstrong, America's Public Television Stations, 1350 Connecticut Ave., NW, Suite 200, Washington, DC 20036. EOE. Deadline: January 31, 1992. No phone calls please. EOE.

#### HELP WANTED MARKETING

**Advertising & marketing:** S.W. Florida independent TV station has an opening for aggressive local & regional TV marketers. Must have proven record in developing new business and 2 years in media sales in top 100 market. Also looking for national sales manager. Send resume to: WNPL-TV, 840 Goodlette Rd., Naples, FL 33940. 813-261-4600. Bill Darling, Sales Manager. EOE.

#### HELP WANTED TECHNICAL

**Field service engineer:** Unique opportunity for a self-motivated maintenance engineer with experience in Betacam, 1" and D-2 edit systems and related equipment. Responsibilities include a mix of field service and bench work. The successful applicant will possess excellent people skills and a minimum of seven years experience servicing broadcast and production equipment. Senior SBE certification desirable. Send resume, references and salary history to Box A-25. EEO.

**Electrical/electronic engineer** position is available which requires a BS degree and 3-5 years experience in video systems and secondary digital communications. Experience with military systems desired. BDM Management Services Company provides technical support services to the Army Joint Readiness Training Center at Ft. Chaffee, Arkansas. Send resume and salary requirements to Ms. P.A. Jenkins, BDMMS, PO Box 10990, Fort Smith, AR 72917. An equal opportunity employer. US citizenship may be required.

**Assistant chief engineer:** Looking for individual with five years experience in maintaining studio equipment, transmitters, microwave and satellite down link facilities. RF experience is a must. Should have, at least, one year of supervisor experience. Work with state-of-the-art equipment like a new Sony LMS D-2 system; Grass Valley switcher, router, etc.; new building; and new NEC transmitter. FCC General Class license required. Send resume and salary requirements to Ken Miller, Chief Engineer, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. M/F/EOE.

#### HELP WANTED NEWS

**News director:** We're looking for a new coach to lead a new news team. We've got an SNG truck and a beautiful, news-filled southern coastal city. Now we need a leader. Must be hands-on, not a desk sitter. If you can manage, motivate and lead a young newsroom, send resume and newscast tape to: Harvey Libow, VP/GM, WSAV-TV, 1430 E. Victory Drive, Savannah, GA 31404. EOE M/F.

**Weathercaster:** Minimum 2 years experience. Good personality and strong knowledge of weather. Must have reporting skills. Send resume and non-returnable tape to Alan Griggs, News Director, WSMV-TV, PO Box 4, Nashville, TN 37202. No phone calls please. EOE.

**Search reopened.** Seeking anchor/reporter, weathercaster, producer, assignment manager, videographer/editor, and sportscaster. Only applications with resume/demo tape/references will be considered. PO Box 22607, Tampa, FL 33622-2607. EOE.

**Weekend assignment editor/AP:** WCNC-TV, the Charlotte, NC NBC affiliate: needs a super traffic cop and solid journalist to run desk for fully staffed weekend news operation. Need aggressive team player who can utilize live units, SNG truck and work closely with NBC News Channel. Will assist in producing weekday newscasts. Minimum two years TV news experience, excellent writing skills and degree required. EOE. M/F. Send resume and references to Hope Brown, WCNC-TV, 1001 Wood Ridge Center Drive, Charlotte, NC 28217-1901.

**Weekday anchor:** We need an anchor to round out our anchor team for PRIME newscasts. Candidates should have excellent writing, reporting and presentation skills, plus a working knowledge of news graphics, and news production. Minimum 2 years anchor experience. Send resume, salary history and non-returnable 3/4" tape. **Weekend anchor:** Anchor and co-produce four weekend newscasts. General assignment report three days a week. Excellent all-around skills and 2 years experience. Resumes and non-returnable 3/4" tape. **Executive producer:** Maintain high production and news standards throughout all news products. On-line produce one of five daily newscasts. Excellent writing, organizational and people skills. Minimum 2 years producing experience. Resume and non-returnable 3/4" tape. KWQC-TV6 is a strong #1 affiliate in the Quad Cities. Apply to EEO Officer-News, 805 Brady Street, Davenport, IA 52803. No phone calls. EOE.

**Reporter/producer:** Creative, hard-nosed person to add to our Emmy award winning team. Need someone who can produce hard hitting reports, as well as features. Also some show producing, and possible fill-in anchoring. 3/4" non-returnable tape, resume and references to Mac Thompson, News Director, WCBF-TV, PO Box 879, Charleston, SC 29402. EOE. Drug test mandatory. No phone calls.

**News promotion whiz:** Top twenty ABC affiliate seeks highly-motivated, creative writer/producer to work with news department in producing daily topical promotion. Candidates must have excellent writing skills, quick turn-around capabilities and at least three years experience producing effective news promotion. Strong people skills and a good eye for graphics are real pluses. College degree preferred. Rush resume to Box A-29. Women and minorities are encouraged to apply. EOE.

**Sports producer/administrator:** WFSB, Post-Newsweek in Connecticut and Southern New England's number one television station, seeks a creative, gung-ho team player to supervise sports coverage. The person we seek is a sports nut with a producer's eye, an assignment editor's logistical brain, and is endowed with the kind of personality and pizzazz to build our sports team into a cohesive unit. The position involves producing sports segments, scheduling staff, brainstorming stories and series, producing special sports broadcasts, and acting as liaison with news management. Please send resume, letter and tape to: Mark Effron, Vice President/News and Station Manager, WFSB, 3 Constitution Plaza, Hartford, CT 06103. EOE.

**TV reporter:** General assignment reporter. Minimum three years television reporting experience. Strong writing, reporting and live skills a must. Salary negotiable. Send tape and resume to: Ken Kolbe, News Director, WZZM-TV, PO Box Z, Grand Rapids, MI 49501. Phone calls accepted: 1-616-784-4200. Applications accepted through February 7, 1992. EOE.

**Assignment manager:** Applicant should be a strong journalist with clear understanding of needs and resources of local TV newsroom. Excellent news judgement, good people skills, and hustle are all necessary. Minimum three years experience in broadcast journalism including extensive work with satellite news gathering. Experience in newsroom management also helpful. Positive attitude and enthusiasm mandatory. For consideration please submit resume to: Steve Cope, Conus Communications, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer M/F.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**(Graphic) Art department:** Top 20 network affiliate station seeks: Supervisor of art department, responsible for developing and producing all on-air and print promotion for station: news graphic artist; and promotion graphic artist. Artist positions require experience in use of ARTSTAR or comparable paintbox. Please send resumes to M&H, 8301 Greensboro Drive, #490, McLean, VA 22102. EOE.

**Writer/producer, promotion:** NBC, affiliate, 17th market, seeks writer/producer with topical experience in news promotion. Metered-market experience real plus. If you like to be in the fray of the daily news battle with a station moving up, send resumes to: Box A-30. EOE.

**Promotions/PSA producer.** A major sports entertainment production company seeking promotions/PSA producer with at least 3 yrs. major market experience to produce promotion spots, Public Service Announcements. Must have extremely strong creative, organizational skills, plus familiarity with off-line editing, graphic production, and extensive post-production experience. Management experience a plus. Send resume and non-returnable 3/4" tape to: PO Box 3367, Secaucus, NJ 07094-3367. An equal opportunity employer.

**Producer/director (fundraising):** Public TV station in the #1 market seeks experienced producer/director to coordinate TV production of extensive fundraising activities, including auctions, pledge drives and other related projects. Salary negotiable. Forward resume to Myra Pollack, WLIW Channel 21, PO Box 21, Plainview, Long Island, NY 11803. EOE/AA.

## SITUATIONS WANTED MANAGEMENT

**I build business five ways.** 1. Aggressive sales; 2. Long term strategies; 3. Team organization; 4. Positive cost control; 5. Bottom line focus. Hire a GM/GSM with vast business and media experience. Call Bob Barrett at 312-764-4891.

## SITUATIONS WANTED TECHNICAL

**25 years broadcast engineering.** 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply to Box A-15.

**Chief engineer,** director of engineering. Highly motivated and qualified with 20 plus years experience in TV, both in small and large markets. Experienced with new construction, union negotiations and contracts. All aspects of station operations. Please reply Box A-20.

## SITUATIONS WANTED NEWS

**Outstanding sportscaster** (also knowledgeable newperson) looking for a good station in which to work. Call Ed, 216-929-0131.

**Vietnam:** Southeast Asia. American cameraman based in Bangkok available for TV-news assignment. BVW-300 camera. Call or fax. John Basko 66-2-254-8901.

**Ditka, Jordan, Gretzky, Navratilova...** I've interviewed them all. Six year veteran of the Chicago radio market and Orioles', minor-league announcer looking to work as a television sports anchor/reporter full-time. Michael King 708-232-8811.

**Let Interstate Helicopter Service** help you regain your competitive edge with a turbine powered helicopter piloted by an award-winning pilot/reporter. Call Jim Johnson at 405-632-5683.

**Sports anchor/reporter** seeking first full-time, on-air position — but my tape does not look it. University of Southern California sports anchoring, daily Trojan sports reporting. Sports internships: KNBC-TV, KCBS-TV, Los Angeles. Ready to join your staff immediately. Brian 213-891-4407.

**Dynamic, AMS Seal meteorologist** with warm personality, ratings increases, and ideas to help you make money. Reply Box A-31.

**Meteorologist:** AMS, NWA Seals. BS, MS degrees. Four great years in Milwaukee. Available March 1st. Upward bound. Alan Sealls 414-444-5323.

**News photojournalist,** creative-live off the shoulder, award winner seeks +50 position. Extensive knowledge of ENG & SNG, Microwave. Call Joel 404-621-5086.

## MISCELLANEOUS

**Free promo voices:** Network quality, great rates, overnight turnaround. Top NY male and female v/o's available for your weekly promos, etc. Our clients include Nickelodeon, Lifetime, Travel Channel, plus Indies. Try us free for one week. Call for demo. Ron Knight/Susan Berkley 800-333-8108.

**Be on TV:** Many needed for commercials. Now hiring all ages. For casting info call 615-779-7111 ext. T-681.

**Career videos.** Our broadcast professionals prepare your personalized resume tape. Unique format, excellent rates, proven success. 708-272-2917.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Faculty position in television-radio.** POSITION: Tenure-track position beginning Fall 1992. Rank and salary negotiable depending upon qualifications. DUTIES: The person hired for this position will teach undergraduate and graduate courses in audio production and radio production, plus courses in one or more secondary areas of research and instruction from among the following: Radio programming and mass media and society. PROGRAM: The Center for Communication Arts, a component of the Meadows School of the Arts, has 24 full-time faculty teaching in five areas: Television/Radio, Cinema, Journalism/Broadcast News, Advertising and Public Relations. QUALIFICATIONS: Appointment to this position requires a Ph.D. or an MA/MFA with extensive experience in production and teaching as well as significant production. APPLICATION: Send a letter of application describing academic training and experience, a resume, and the names and telephone numbers of three references to: Lynn Gartley, Head, Television-Radio, Center for Communication Arts, Southern Methodist University, Dallas, TX 75275. DEADLINE: February 15, 1992. Southern Methodist University is an affirmative action/equal opportunity/Title IX employer.

**Broadcast journalist** wanted to teach/advice undergraduate broadcasting and graduate courses as tenure track assistant or associate professor. Masters or Doctorate, plus substantial professional experience. Teaching experience desired. Send letter of application, vita/resume and names, addresses and telephone numbers of three references by March 15, 1992 to Prof. Don Reed, Chair, Personnel Committee, School of Journalism & Broadcasting, Oklahoma State University, Stillwater, OK 74078. Ethnic minorities and women encouraged to apply. EOE.

**Video production:** Broadcast management position. The University of Akron School of Communication. Duties: Teach video production courses. Must be able to teach studio and single camera production for broadcast and non-broadcast/corporate use. Ability to teach television station management, sales, and programing highly desirable. All faculty members advise graduate and undergraduate students, participate in curriculum development and departmental governance and pursue an individual program of research and professional creative activity. Qualifications: Ph.D. in Communication/Mass Communication. Applicants should have college level teaching experience and have or show promise of scholarly or creative productivity. Professional experience desirable. Women and minorities are encouraged to apply. Rank: Assistant professor, tenure track. Salary: Dependent on qualifications. Deadline: February 7, 1992. Address applications to: Richard E. Caplan Ph.D. Chair, Search Committee, School of Communications, The University of Akron, Akron, OH 44325-1003. The University is an equal opportunity affirmative action employer.

### HELP WANTED SALES

**Nearly 100 markets already taken.** If you have what it takes to live on \$2,000 in commissions per month while you build your own business into a six-figure income, call us now. We need good people with media sales, and/or production experience in: Buffalo, Charleston/Huntington, Dallas, Denver, Duluth/Superior, Idaho, Knoxville/Bristol, Las Vegas, Minneapolis/St. Paul, Montana, Pittsburgh, Raleigh-Durham, San Diego, Flint/Grand Rapids and West-Central Texas. We market the world's largest stock library of animated effects, plus pre-produced TV commercials and custom characters like Jim ("Hey Vern, it's Ernest") Varney and much more. Call Lee Michaels at Cascom Syndication, 615-242-8900. EOE.

## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Videographer/editor:** First-class university production center is seeking a talented videographer with knowledge of editing systems. Field production experiences in sports productions, features, documentaries, and educational programing will be part of this new opportunity. Minimum requirements are a Bachelor's degree in Television Production or related field and six months experience. A great entry level position for new graduates. Deadline February 7 or until the position is filled. Send resume and three letters of reference to: Beverly Edwards, Department of Human Resources Management, PO Box DP, Mississippi State, MS 39762. MSU is an AA/EOE.

**Computer video graphics coordinator:** University video production center seeks an energetic, creative individual to provide leadership in the production of high-end computer animation and video graphics. BA degree in Graphic Design with a minor in computer science is required. One year experience with Wavefront Advanced Visualizer and demonstrated skills in television graphics are essential. Working knowledge of Unix based operating systems and Chyron ACG operation are a must. Deadline: February 17 or until the position is filled. Send resume, demo tape, and three letters of reference to: David Hutto, Director, University Television Center, PO Box 6101, Mississippi State, MS 39762. MSU is an AA/EOE.

## EMPLOYMENT SERVICES

**Government jobs \$16,040-\$59,230/yr.** Now hiring. Call 1-805-962-8000 ext. R-7833 for current federal list.

**Law enforcement jobs.** \$17,542-\$86,682/yr. Police, sheriff, state patrol, correctional officers. Call 1-805-962-8000 Ext. K-7833.

**Looking for a position** in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$250.00 for 1 year job search. Free information. Bill Elliott, Consultant/Headhunter, 6709 Ridge Road, Suite 300-B, Port Richey, FL 34668.

**Attention employers.** Media Marketing publishes THE HOT SHEET—broadcasting's biggest job-journal. Send openings on company letterhead via fastfax 813-787-5808 for free listing. Upon request, we'll provide potential candidates from our referral database—also at no charge.

## EDUCATIONAL SERVICES

**On-camera coaching:** Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing Private lessons with former ABC News correspondent 914-937-1719 Julie Eckhart. Eckhart Special Productions.

## WANTED TO BUY EQUIPMENT

**Used 1" or VHS videotape.** Looking for large quantities. Will pay shipping. Call Carpel Video, 301-694-3500.

**Top dollar** for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

**Midwest LPTV apprentice** seeks donations of any and all television broadcast equipment. Scott Clem, PO Box 14, Thompsonville, IL 62890.

## FOR SALE EQUIPMENT

**AM transmitters:** Continental/Harris MW1A 1KW. CCA/MCM 2.5KW. CCA/Harris/RCA 5KW. Harris/CCA 50KW. Transcom 800-441-8454



**FM transmitters:** RCA 20KW. Collins 10KW. CCA 2.5KW. Collins 1KW Transcom 800-441-8454.

**AM and FM transmitter**, used, excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

**Blank videotape:** Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam - 20's \$4.99. 3/4" - 20 minutes \$5.99, 3/4" - 60 minutes - \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. For more info. call Carpel Video toll free, 1-800-238-4300.

**Broadcast equipment (used):** AM/FM transmitters RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497, FAX 314-664-9427.

**Lease-purchase option.** Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

**1000' tower.** Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

**UHF TV transmitters** 2 avail. 30KW, 110KW. Low band 4 good Klystrons low price. Bill Kitchen, Sunbelt Media. 303-786-8111.

**Equipment financing:** New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding. 1-800-275-0185. We do start-up business.

**Subcarrier space for rent:** 92KHZ subcarrier on 50,000 watt ERP Boston station. Call Larry Bruce at WBMX 617-236-6841 for details.

**New UHF 120kw transmitter...** Under \$500K installed! Pauza Company 615-238-4200.

**RF components...** parts, line, exciters, Klystrons, etc. Pauza Company 615-238-4200.

**Studio equipment new & used.** Cameras, switchers, VTR's, etc. Leasing available! Pauza Company 615-238-4200.

**Used television production equipment** - See us in booth 1814 at the 1992 NRB Convention January 26, 27 & 28 at the Sheridan Washington Hotel, Washington, DC - Media Concepts, Inc. 918-252-3600.

**C-Band transportable available** for long or short term lease. 5.5 Comtec offset T/R antenna; 3 port; combining network; redundant; generator with or without tractor. Call 1-800-634-6530 for information.

**Surplus equipment:** 300+ equip racks for sale, in stock, immed deliv. Never used. Similar to OPTIMA RA-701924, Vertical cabinet w/doors, shelves, 16 outlet elec power strip (76"Hx24"Wx19"D) Call Verda Mullings, 301-428-7363, Brent Bohne x7345 or Norma Gourley x7344.

**Harris MW50B transmitter** stereo exciter, modulation monitor, phaser unit, 3 155-ft towers, 3" line, more. Cost \$350,000, Asking \$75,000 for all. Will sell individual items. Call M.D. Smith 205-533-3131 M-F, 9am-4pm.

## TELEVISION

### HELP WANTED MANAGEMENT

#### VICE PRESIDENT OF OPERATIONS

StarNet is a rapidly growing national cable television service which distributes promotional tune-in and spot advertising to cable systems. At this time, we are seeking a seasoned manager to fill this newly created position.

As VP of Operations, you will oversee all StarNet technical operations including video engineering, master control operations, traffic, production and software development. The ideal candidate will have an extensive background in computer and television operations as well as the ability to build and motivate a large staff with diverse responsibilities.

For immediate consideration, please send or fax letter, resume and salary history to **Linda Trusk, StarNet, 1332 Enterprise Drive, West Chester, PA 19380. FAX: (215) 692-6487.** No phone calls please. StarNet is an equal opportunity employer.

**STARNET**  
N U S T A R · A D S T A R

### HELP WANTED SALES

#### Do you have a... REPUTATION?

A reputation for strong sales and marketing, computer animation, special effects and design.

If you can bring in the clients, we can service their needs.

We have an expanding and strong creative staff to support you.

Send resume and salary requirements to:

**TELEZIGN** 460 West 42nd Street  
Computer Animation/Design New York, NY 10036

### HELP WANTED SALES CONTINUED

#### REGIONAL SALES DIRECTOR

##### Immediate Opening

Position is based in Suburban Philadelphia and covers the South Central United States. Heavy travel Required. Excellent salary and bonus structure. College degree, minimum 2 years cable television experience. (Sales/Mktg.) Send resume, detailed cover letter and salary history to:

**NuSTAR**

Vice President, Affiliate Sales  
1332 Enterprise Drive,  
Suite 200  
West Chester, PA 19380  
NO PHONE CALLS EOE

### HELP WANTED TECHNICAL

#### TECHNICAL DIRECTORS

In only five years, QVC Network has become the largest and most successful cable shopping network in the country, now reaching more than 43 million homes nationwide. This impressive growth has created a need for a Technical Director for our exciting new venture - The QVC Fashion Channel.

Working at our state-of-the-art facility in West Chester, PA, you will work on a 24-hour television operation controlling several robotic cameras while directing and technical directing a live TV show.

If you have solid TV production experience, knowledge of Grass Valley Switchers plus a lot of ambition and energy, we'd like to hear from you.

We offer a competitive salary and benefits, including relocation assistance. Please mail or fax your resume to:

**Maryanne Delaney, QVC Network**  
Goshen Corporate Park  
West Chester, PA 19380  
Fax (215) 430-2368.

We are an equal opportunity employer, m/f.

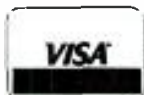
**QVC**  
NETWORK  
Quality Value Convenience

#### We'll give you all the credit

FAX: (202) 293-FAST OR MAIL TO:

Classified Dept., 1705 DeSales Street, NW,  
Washington, DC 20036.

We also accept American Express



**HELP WANTED PROGRAMING  
PROMOTION & OTHERS**

**TELEVISION  
Promotions Producer**

Cable TV firm located in suburban NY seeks a producer/reporter with a minimum of 2 years TV production/reporting experience, including edit room and remote operations, strong writing skills, on-camera talent, and the ability to meet deadlines.

We offer a competitive salary with comprehensive benefits package. Send resume including salary requirement to:

**Box 1063-DO, 12th Fl,  
360 Lexington Ave,  
NY, NY 10017**  
Equal Opportunity Employer M/F

**WANT TO WORK WITH  
THE BEST?**

If you have at least 2 years of experience in any of the following areas:

- Graphic/Live Action Producer
- 3D Animator/Designer
- Designer/Painbox Operator

You are invited to join us and be part of the creative team. We are expanding our staff and looking for team players.

If you want to work with the best and are up to the challenge, send resume and salary requirements to:

**TELEZIGN** 460 West 42nd Street  
New York, NY 10036  
Computer Animation/Design

**RADIO  
HELP WANTED SALES**

**Telecommunications  
Marketing Rep.**

NPR Satellite Services, a leading supplier of satellite transmission services for the radio broadcasting industry, is looking for a marketing representative with excellent presentation skills. Our services include sports satellite networking, transportable uplinking, adhoc network services and dedicated transponder channel leasing. Qualified applicants must have: A proven sales track record (3 years minimum); excellent written and oral communications skills; degree or equivalent experience; technical sales experience, and demonstrated knowledge of the satellite and radio industry is preferred. Salary, commission and bonus plan, company paid expenses and benefit package. Send resume, cover letter, and salary history to:

**NPR Personnel—#147  
2025 M Street, NW  
Washington, DC 20036**  
EOE

**HELP WANTED MANAGEMENT**

**Chief Executive Officer  
National Radio Network**

National Radio Network (NRN) is seeking a Chief Executive Officer with considerable radio experience interested in the challenge and potential rewards of starting a new media company. The CEO will be responsible for evaluating and implementing all aspects of NRN's planned business strategies; this includes presenting NRN to potential investors and strategic partners.

Once fully funded and operational, NRN will create 24-hour specialty programming and distribute it to affiliate AM radio stations nationwide.

Corporate offices are located outside of New York City. Compensation will consist of a combination of salary, bonus, equity and options.

**Reply in confidence to: Box A-34  
EOE**

**HELP WANTED NEWS**

**PROGRAM DIRECTOR**

Are you a Diplomat, Juggler, Firefighter, Referee, Analyst, Creative Force and NEWS JUNKIE? Do you have 3-5 years hands-on broadcast management experience? Are you a well-rounded news "heavy weight" with on-air and reporting background? If you are... WE'VE BEEN LOOKING FOR YOU. Send resume and salary requirements to:

**KFWB NEWS 98**  
ALL NEWS ALL THE TIME

**Human Resources  
6230 Yucca St.,  
Hollywood, CA 90028**  
Equal Opportunity Employer

**SITUATIONS WANTED ANNOUNCERS**

**MARK  
WAINWRIGHT**

- \* 19 years experience as morning and afternoon drive personality
- \* Phones, humor, interviews and community involvement
- \* Versatile performer, excellent production skills
- \* Various airchecks available, including WJR, Detroit; WISN, Milwaukee; WTIC-FM, Hartford
- \* Great fit for news/talk, full-service, or personality adult formats

**(914) 949-8596**

Blind Box Responses:

**BOX ???**  
**c/o Broadcasting Magazine  
1705 DeSales St., NW  
Washington, DC 20036**  
(No tapes accepted)

**BUSINESS OPPORTUNITY**

**CAPITAL NEEDED**

After 1½ years of marketing and media research in Puerto Rico, a broadcasting interest group is in the process of acquiring a radio station. The property will serve the highly profitable San Juan/Caguas CMSA that remains undervalued, as noted by current industry observers.

In 1989, this radio market yielded a \$64 million profit to approximately 25 stations serving this area. The estimated operating profit margin potential for the newly acquired station is 19% in its second year of operations, and an average 28% ROE in the following third through fifth years.

Our organization is looking for individuals who can evaluate this exceptional opportunity from both a marketing and media interest as well as a socio-cultural standpoint. These individuals should also have an aggressive attitude with foresight and interest in the development of an innovative broadcasting organization. Total escrow capital needed is \$500,000.

For more information and requirements, all interested parties may write to OCG, 545 Eighth Avenue, Suite 401-268, New York, NY 10018 or call (212) 830-7434. Principals only please.

**ALLIED FIELDS**

**EMPLOYMENT SERVICES**

**JOBPHONE**

- Press: 1 Radio jobs, updated daily  
2 Television jobs, updated daily  
3 Hear "talking resumes"  
4 To record "talking resumes" and employers to record job openings  
5 Weekly memo to improve your job search technique

**1-900-726-JOBS**  
\$1.99 per min. (5 6 2 7)

**HotLine** \$1.95 per min.  
TV Anchor, Reporter, Weather, Sports, Sales, Producer and Entry Level Jobs.  
Radio Disc Jockey, News, Program Director, Sales and Entry Level Jobs.  
**1-900-786-7800**  
117 W. Harrison Blvd 6th Fl. St. R-347 Chicago, IL 60605

**TV'S MOST  
TRUSTED JOB  
LISTING SERVICE**

Since 1986

- \* Ask around — People in the business will tell you why \*
- Our daily updated phone lines provide 50-70 NEW, CONFIRMED OPENINGS PER WEEK
- To Subscribe call 800-237-8073/California 408-645-5200

**MediaLine**  
THE BEST JOBS ARE ON THE LINE  
P.O. Box 51909, Pacific Grove, CA 93950



## EMPLOYMENT SERVICES CONTINUED

**Find that Television or Radio job this week!**  
Weekly Magazine to TV and Radio Jobs

TV Anchor, Sports Reporter, Weather, TV Sales, Producer, Photographer, News Director, Editor and Entry Level Jobs

Jobs not found elsewhere!

Current jobs placed only by the hiring source!

Mastercard & Visa Welcome

**1-800-444-6827**

1 week \$6.95 1 month \$19.95 3 months \$49.95  
or send check to 117 W. Harrison Blvd. 6th Floor Suite R-347 Chicago, IL 60605

## MISCELLANEOUS

**Money Machine**

Blows money and/or coupons  
Patrons try to catch as many as they can

**(309) 788-0135**

## DONATIONS

### RELIGIOUS DONATION

CONSIDERING DONATING COMPLETELY EQUIPPED SATELLITE AUTOMATED WAYX-AM STEREO 1 KW FULLTIME WAYCROSS, GA. 1 HOUR FROM SEA ISLAND. MUST BE RESPONSIBLE. QUALIFIED TAX EXEMPT GROUP. WHO CAN ASSUME \$950.00 MONTHLY FIRM LEASE ON STUDIO BUILDING AND 9 ACRE TOWER SITE. OR \$350,000 CASH + PLUS LEASE TO INDIVIDUAL BUYER

CALL OWNER. 615-832-2335, 1-4 PM WEEKDAYS.

## WANTED TO BUY STATIONS

We have a serious interest in acquiring an East Texas FM or FM/AM. Prefer a small or medium market with workable financing.

Tel: (214) 350-6471

## FOR SALE STATIONS

### IRS AUCTION

#### IN FT. BRAGG, CA

3.7 ACRES W/STUDIO BLDG DESIGNED BY RCA. ALL EQUIPMENT IN PLACE FOR AM STN. MIN. BID OF \$15,858.60. CALL LARRY MINSON (707) 463-2117.

### S. FLA FULL C FM

Booming Market  
For Sale by Owners

**Reply Box N-50**

## FOR SALE STATIONS CONTINUED

**Southwest U.S. Top twenty market Independent TV Station with solid share. Terms available.**

**Mid-Atlantic area Top fifty market, Independent TV Station. Reaches 2 ADI's.**  
**(804) 461-5444.**

### OWNER RETIRING

Cash Flowing AM, Colorado 3.9% unemployment College, Ag, Industry. Family owned, 40 years serving community. \$95K down, owner finance, o.a.c. Call 303-356-7675. Cash Price \$325,000. Finance options.

### AM/FM COMBO

Colorado Ski Resort  
\$95,000

Terms for Qualified Buyer  
**412-391-4877**

### ROCKY MOUNTAIN AM/FM

5.6 X cash flow. 2 X gross.  
Reasonable terms. \$855,000.

### Hardesty & Associates

115 Retiro Way  
San Francisco, CA 94123  
**415-563-4411**

### CP For SALE

SC's booming Grand Strand resort area  
Health forces sale of CP for Class A FM  
Pawley's Island, SC  
\$225,000

Contact A.J. Guest, Box 1307  
Americus, GA 31709  
**(912) 924-1290**

## FOR SALE:

### VIRGINIA CLASS A FM SHENANDOAH VALLEY

- \* Fabulous Growth Potential
- \* Excellent Staff & Equipment
- \* Priced To Sell!
- \* Creative Owner Financing
- \* Merger/Joint Venture Possible

(Valuable Real Estate on Interstate Available)

**Reply to: Wolf Radio**  
**15245 Shady Grove Rd., #150**  
**Rockville, MD 20850**  
**(301) 590-1950**

### FLORIDA

MAJOR MARKET, daytime AM, growth potential, awaiting development \$995,000  
MAJOR MARKET, fulltime AM, well established.  
Urban Contemporary format \$650,000  
PANHANDLE, fulltime AM, plus Class A FM under construction \$360,000

**BECKERMAN ASSOCIATES**  
Box 82784, Tampa, FL 33682 813-971-2061

## THE RADIO FINANCE SPECIALISTS

- New Financings
- Refinances
- Smaller Markets
- Restructures

### SIGNAL PROPERTIES

99 State St., Brooklyn Hts., N.Y. 11201  
**(718) 643-5825**

**SO. CALIF. HIGH DESERT CLASS B FM  
EXCELLENT FACILITIES WITH GREAT  
GROWTH POTENTIAL. ASKING \$1.1M W/TERMS**

**PACIFIC NORTHWEST CLASS C-1 COMBO  
REAL ESTATE INCLUDES STUDIO/OFFICES  
ASKING \$895K W/TERMS**

**BRETT E. MILLER (805) 523-7312**

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING Classified Department, 1705 DeSales St. N.W., Washington, DC 20036. 202-659-2340 (information only)

**Payable in advance.** Check, money order or credit card (Visa or Mastercard). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this rate card. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS. CHANGES AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields, Help Wanted or Situations Wanted, Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.50 per word. \$30 weekly minimum. Situations Wanted: 75¢ per word. \$15 weekly minimum. All other classifications: \$1.50 per word. \$30 weekly minimum.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$130 per inch. Situations Wanted: \$65 per inch. All other classifications: \$130 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

**Blind Box Service:** (in addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

**Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St. N.W., Washington, DC 20036. Please do not send tapes.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. A phone number with area code and the zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

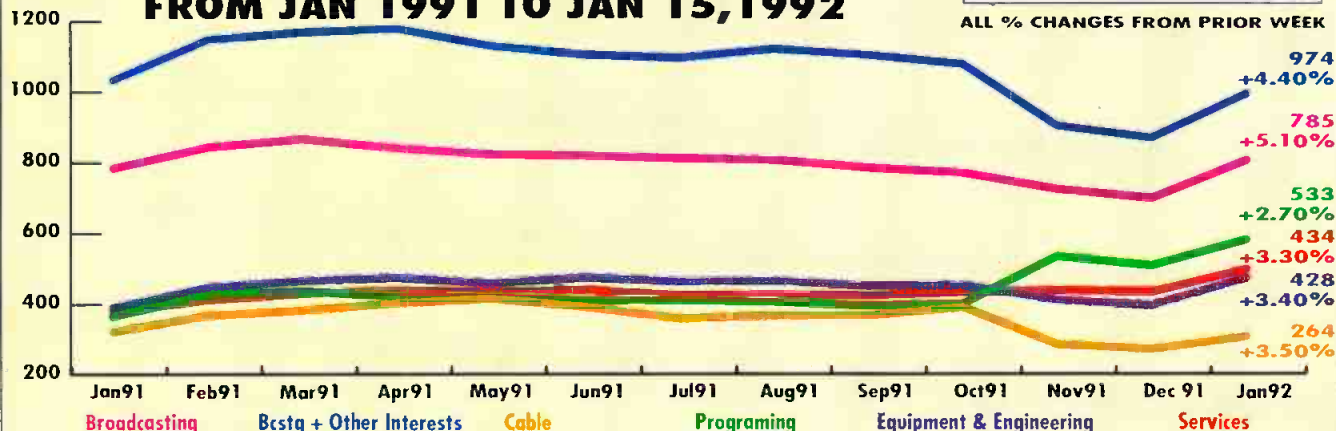
Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

# Broadcasting's By The Numbers

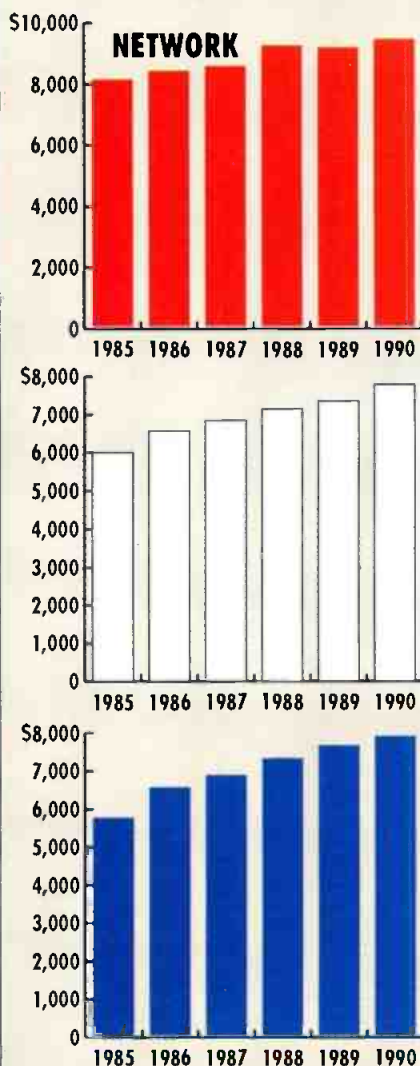
## STOCK MARKET PERFORMANCE AVERAGES FROM JAN 1991 TO JAN 15, 1992

NASDAQ: 630.82 (+3.36%)  
S&P Ind.: 499.27 (+0.99%)

ALL % CHANGES FROM PRIOR WEEK



## TELEVISION ADVERTISING VOLUME (IN MILLIONS)



Source: McCann-Erickson / Television Bureau of Advertising

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

Service	ON AIR	CP's <sup>1</sup>	TOTAL*
Commercial AM	4,985	232	5,217
Commercial FM	4,570	1,015	5,585
Educational FM	1,507	315	1,822
<b>Total Radio</b>	<b>11,062</b>	<b>1,562</b>	<b>12,624</b>
Commercial VHF TV	556	16	572
Commercial UHF TV	576	168	744
Educational VHF TV	123	5	128
Educational UHF TV	234	10	244
<b>Total TV</b>	<b>1,489</b>	<b>199</b>	<b>1,688</b>
VHF LPTV	232	154	386
UHF LPTV	742	862	1,604
<b>Total LPTV</b>	<b>974</b>	<b>1016</b>	<b>1,990</b>
FM translators	1,892	362	2,254
VHF translators	2,702	84	2,786
UHF translators	2,330	376	2,706

### CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

\* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.

<sup>1</sup> Construction permit. <sup>2</sup> Instructional TV fixed service. <sup>3</sup> Studio-transmitter link.

Source: Nielsen, NCTA and Broadcasting's own research.



# For the Record

As compiled by BROADCASTING from Jan. 6 through Jan. 10 and based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

### Applications

■ **WACT-AM-FM Tuscaloosa, AL** (AM: BTC911230EB; 1420 khz; 5 kw-D, 108 w-N; FM: BTCH911230EC; 105.5 mhz; 1.5 kw; ant. 400 ft.)—Seeks transfer of control of New South Radio Inc. for \$1.3 million. Sellers are Stephen J. Taylor, Edward L. Taylor IV and Suzanne J. Taylor, who also have interests in WTLZ(FM) Saginaw, MI; WKS(FM) New Bern, NC; WQBZ(FM) Fort Valley, GA, and WMDH-AM-FM New Castle, IN. Buyer is Thomas J. Lich. Filed Dec. 30.

■ **KOPA(AM)-KSLX(FM) Scottsdale, AZ** (AM: BAL911220EA; 1440 khz; 5 kw-D; FM: BALH911220EB; 100.7 mhz; 100 kw; ant. 1,847 ft.)—Seeks assignment of license from Cook Inlet Radio Partners Ltd. to Great American Television & Radio Co. Inc. for \$11,406,240. Seller is headed by Dan Mason, and is licensee of WPGC-AM-FM Morning-side (Washington), MD; WZGC(FM) Atlanta; KBXX(FM) Houston; KUBE(FM) Seattle; WUSN(FM) Chicago and WZLX(FM) Boston. Its parent, Cook Inlet Region Inc., is parent of licensee of WTNH(TV) New Haven, CT, and WSMV(TV) Nashville, TN. Director William D. English has interests in KBYR(AM)-KNIK(FM) and KTVA(TV) Anchorage and KCBF(AM)-KTVF(TV) Fairbanks, AK. Buyer is headed by George E. Castrucci and David H. Crowl; its sale of WDVE(FM) Pittsburgh and WNDE(AM)-WFBQ(FM) Indianapolis for \$54 million was recently approved (see "For the Record," Dec. 9). Great American is also licensee of WBRC-TV Birmingham, AL; KTSP-TV Phoenix; KSEG(FM) Sacramento, CA; KBPI-FM Denver; WXTB(FM) Clearwater and WTSP-TV St. Petersburg, both Florida; WKLS-FM Atlanta; WRIF(FM) Detroit; WDAF-AM-TV and KYYS(FM) Kansas City, MO; WKRC-AM-TV and WKRQ(FM) Cincinnati and WTVN(AM)-WLWQ(FM) Columbus, both Ohio; KEX(AM)-KKRZ(FM) Portland, OR, and WLZR-AM-FM Milwaukee. Filed Dec. 20.

■ **KDAC(AM) Fort Bragg, CA** (BAL911231EA; 1230 khz; 1 kw-U)—Seeks assignment of license from Fort Bragg Broadcasting Co. to Paul D. Clark; consideration is subject to acquisition of station assets by anticipated assignee. Seller is headed by Charles W. and Josephine Stone, and has interests in KIQS-AM-FM Willows, CA. Buyer has no other broadcast interests. Filed Dec. 31.

■ **KNRY(AM) Glendale, CA** (BAL911223EA; 1240 khz; 1 kw-U)—Seeks assignment of license from Southern California Broadcasting Co. to KNRY Radio for \$425,000. Seller is headed by Fred S. Beaton, and is also licensee of KIEV(AM) Glendale, CA. Buyer is headed by David Wagenvoord, who is president of Wagenvoord Advertising Group Inc., licensee of KLAV(AM) Las Vegas. Filed Dec. 23.

■ **WMTO(FM) Port St. Joe, FL** (BAPLH911231GR; 93.5 mhz; 2 kw; ant. 393 ft.)—Seeks assignment of CP from WMTO Ltd. to Claycomb Communications Inc. for \$500,000. Seller is headed by managing partner Redge A. Mahaffey, and has no other broadcast interests. Buyer is headed by Thomas and Karen Claycomb, husband and wife, and has no other broadcast interests. Filed Dec. 31.

■ **KRXK-AM-FM Rexburg, ID** (AM: BALS11226ED; 1230 khz; 1 kw-U; FM: BAPLH911226EE; 98.1

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aut.—automatic; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification; permt.—mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

mhz; 3 kw; ant. 356 ft.)—Seeks assignment of license from Elco Inc. to Communicast Consultants Inc. for \$115,000. Seller is headed by Don Ellis, and has no other broadcast interests. Buyer is headed by Dean Judd. Principals in buyer also hold minority interests in The Great Stock Co., licensee of KFMV(AM)-KZOL(FM) Provo, UT. Filed Dec. 26.

■ **KSEK(AM)-KYPG(FM) Pittsburg-Girard (Joplin, MO), KS** (AM: BAL911231EG; 1340 khz; 1 kw-U; FM: BALH911231EJ; 101.1 mhz; 3 kw; ant. 325 ft.)—Seeks assignment of license from Lowell Communications Ltd. to Freeman Broadcasting Inc.; asset purchase agreement will be filed as amendment in near future. Seller is headed by David L. Winegardner, and has interest in KBTN(AM) Neosho, MO. Buyer is headed by Robert D. Freeman, and has no other broadcast interests. Filed Dec. 31.

■ **WNVL(AM) Nicholasville, KY** (BAL911223EB; 1250 khz; 500 w-D)—Seeks assignment of license from High Communications Partnership to Laney Communications Inc. for \$125,000. Seller is headed by general partner Calvin G. High, and is licensee of WCKU(FM) Nicholasville, KY, and WCYK-AM-FM Crozet, VA. It also owns cable TV system serving Falmouth, KY, and is limited partner in systems serving North Carolina. Buyer is headed by William J. Laney, and has no other broadcast interests. Filed Dec. 23.

■ **WTIX(AM) New Orleans** (BAL911231EH; 690 khz; 10 kw-D, 5 kw-N)—Seeks assignment of license from Radio Partners II Ltd. to WTIX Inc. for \$800,000. Seller is headed by Charles J. Givens, and has no other broadcast interests. Buyer is headed by George Buck Jr., and is also purchasing WYRS(AM) Rock Hill, SC (see below). Filed Dec. 31.

■ **WCMP-AM-FM Pine City, MN** (AM: BAL911231EE; 1350 khz; 1 kw-D; FM: BALH911231EF; 92.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from WCMP Broadcasting Co. Inc. to Pine City Broadcasting Co. Inc. for \$650,000. Seller is headed by Gerald H. Robbins, and has no other broadcast interests. Buyer is headed by Patricia McNulty; she (vice president) and Kenneth Buehler each are 50% stockholders of WDSM(AM)-KZIO(FM) Superior, WI. Filed Dec. 31.

■ **KZOX(FM) Macon, MO** (BAPH911218GJ; 99.9 mhz; 3 kw; ant. 170 ft.)—Seeks assignment of CP from KLTM Radio Inc. to Kanza Inc. for \$25,000. Seller is headed by Leland E. Ebert, and is also licensee of KLTJ(AM) Macon, MO. Buyer is headed by Michael L. Carter, and is licensee of KAOL(AM)-

KMZU(FM) Carrollton and KTRX(FM) Tarkio, both Missouri. Filed Dec. 18.

■ **KELK(AM)-KLKO(FM) Elko, NV** (AM: BTC911231EK; 1240 khz; 1 kw-U; FM: BTCH911231EL; 93.5 mhz; 3 kw; ant. -314 ft.)—Seeks transfer of control within licensee Elko Broadcasting Co. in stock sale, price to be determined after review of records and appraisal of property. Transferees are D. Ray Gardner and Virginia L. Gardner, husband and wife. Transferees are Paul G. (son of Ray) and Ketra D. Gardner, husband and wife. Paul Gardner is general manager of stations. Filed Dec. 31.

■ **WDOS(AM)-WSRK(FM) Oneonta, NY** (AM: BAL911223GY; 730 khz; 1 kw-D; FM: BALH911223GZ; 103.9 mhz; 850 w; ant. 520 ft.)—Seeks assignment of license from Hastings Broadcasting Corp. to Ultimate Broadcasting Network Inc. for \$700,000. Seller is headed by Gordon H. Hastings, and has no other broadcast interests. Buyer is headed by Jaci Michelitsch, and has no other broadcast interests. Filed Dec. 23.

■ **WKZF(FM) Bayboro, NC** (BALH911226HR; 97.9 mhz; 3 kw; ant. 312 ft.)—Seeks assignment of license from Atlantic Broadcasting Inc. to Carolina Community Broadcasting Inc. for \$375,000 ("Changing Hands," Jan. 6). Seller is headed by John Wiggins, who is also selling WULF(AM)-WKXH(FM) Alma, GA (see "For the Record," Jan. 13). He recently purchased KDXR(FM) Borger (Amarillo), TX ("Changing Hands," Dec. 23, 1991). Wiggins also has interests in WWFN(FM) Florence, SC, and WNKX(FM) Centerville, TN. Buyer is headed by Jay Meisenhelder. Shareholder Ross H. Fleischman is also 47% shareholder of licensee of WHSM-AM-FM Hayward, WI, and 5% shareholder of licensee of KJFM(FM) Louisiana, MO. Filed Dec. 26.

■ **WSOC(AM) Charlotte, NC** (BAL911227EA; 930 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from WSOC Radio Inc. to Bible Broadcasting Network Inc. for \$475,000. Seller is headed by John James Rouse, and is subsidiary of Cox Enterprises, licensee of WSB-AM-FM-TV Atlanta; WSOC-FM-TV Charlotte, NC; KLRX(FM) Dallas; WHIO-AM-TV and WHKO(FM) Dayton, OH; WKBD(TV) Detroit; WCKG(FM) Elmwood Park (Chicago), IL; KFI(AM)-KOST(FM) Los Angeles; WIOD(AM)-WFLC(FM) Miami; KTVU(TV) Oakland (San Francisco), CA; WFTV(TV) Orlando, FL; WPXI(TV) Pittsburgh, and WSUN(AM)-WWRM(FM) St. Petersburg, FL. Buyer is headed by Lowell L. Davey, and is non-profit, non-stock corporation which recently acquired KPAC(FM) San Antonio. It is also licensee of WYFW(FM) Wichita, KS; WAVO(AM) Decatur, WYFK(FM) Columbus, WYFA(FM) Waynesboro, WYFS(FM) Savannah and WYFZ(FM) Evans, all Georgia; WYFE-FM Tarpon Springs, WYFB(FM) Gainesville and WYFO(FM) Lakeland, all Florida; WHPE(FM) High Point and WYFL(FM) Henderson, both North Carolina; WYFN(AM) Nashville, WHGG(FM) Knoxville and WYFC(FM) Clinton, all Tennessee; WYFG(FM) Gaffney, WYFH(FM) North Charleston and WYFV(FM) Cayce, all South Carolina; WYFY-FM Fisher, WV; WYFD-FM Decatur, AL, and WYFI(FM) Norfolk, WYFJ(FM) Ashland and WYFT(FM) Luray, all Virginia. Filed Dec. 27.

■ **WTZQ(AM) Hendersonville, NC** (BAL911231ED; 1600 khz; 5 kw-D, 500 w-N)—Seeks assignment of license from Conner Communications Inc., debtor-in-possession, to United Broadcasting Enterprises Inc. for \$65,000. Seller is headed by Ralph C. Conner, and has no other broadcast interests. Buyer is headed by W. T. Denman III, and is licensee of WISE(AM) Asheville, NC. Filed Dec. 23.

■ **WPTF(AM) Raleigh, NC** (BTC911220EH; 680

khz; 50 kw-U)—Seeks transfer of control within licensee company, headed by J. C. D. Bailey, et al., for no cash consideration; application requests Commission's approval of recapitalization of licensee in order to reduce the licensee's existing bank debt. Licensee has no other broadcast interests. Filed Dec. 20.

■ **WYRS(AM) Rock Hill, SC** (BAL911224EB; 1150 khz; 1 kw-U)—Seeks assignment of license from Parkway Communications Inc. to WHVN Inc. for \$115,000. Seller is headed by Ted Solomon, and has no other broadcast interests. Buyer is headed by George H. Buck Jr., who is also purchasing WTIX(AM) New Orleans (see above). Buck owns 100% of licensees of WNAF(AM) Norristown, PA; WOLS(AM) Florence, SC; WHVN(AM) Charlotte, NC; WEAM(AM) Columbus, GA; WYZE(AM) Atlanta; WMGY(AM) Montgomery, AL; WTOO(AM) Asheville, NC; KURB-AM-FM Little Rock, AR; WZGO(AM) Portage, PA. Buck is permittee of WKXU(AM) Portage, PA, and 50% owner of non-voting stock of WAME(AM) Statesville, NC. Filed Dec. 24.

■ **WQIZ(AM)-WBUB(FM) St. George, SC** (AM: BTC911224GO; 810 khz; 5 kw-D; FM: BTCH911224GP; 107.5 mhz; 100 kw; ant. 984 ft.)—Seeks transfer of control of Lowcountry Media Inc.; consideration being price paid for stock by transferor when he became shareholder. Transferor is Ronald E. Hoover, selling 50% of shares. Buyer is Charles Barton, who is also 50% owner of licensee of WSSC(AM) Sumter, SC, and is 40% general partner in applicant for new FM at Sumter, SC. Filed Dec. 24.

■ **WEMT(TV) Greenville, TN** (BALCT911226KJ; ch. 39; 3,020 kw-V; 302 kw-A; ant. 2,628 ft.)—Seeks assignment of license from East Tennessee Broadcasting Corp. to Television Marketing Group of Tri-Cities Inc. for assumption of debt. Sale includes WLMT(TV) Memphis and its satellite station WMTU(TV) Jackson, TN (see "For the Record," Jan. 13). Seller is wholly owned subsidiary of M.T. Communications, headed by Mike Thompson. Buyer is subsidiary of Chesapeake Bay Holding Co., headed by Richard J. Davis, former Lt. Governor of Virginia. Filed Dec. 26.

■ **KSSQ(AM) Conroe, TX** (BAL911226EL; 1140 khz; 5 kw-D)—Seeks assignment of license from Sweeney Broadcasting Co. Inc. to Martin Broadcasting Inc. for \$175,000. Seller is headed by Cecilia G. Benavides, executrix of estate of Baldemar S. Benavides, which is also licensee of KTLK(AM) Lubbock, TX. Buyer is headed by Darrell E. Martin, and is licensee of KANI(AM) Wharton, TX. Martin is 81% owner of licensee of KWWJ(AM) Baytown, TX, and 100% owner of licensee of KFIT(AM) Lockhart (Austin), TX. Filed Dec. 26.

■ **WCFR(AM)-WMKS(FM) Springfield, VT** (AM: BAL911220EF; 1480 khz; 5 kw-D; FM: BALH911220EG; 93.5 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Quality Communications Inc. to Bernhardt Broadcasting Co. Inc. for \$365,000. Seller is headed by Wilson W.M. Wong; he and vice president S. Lawrence DeHaan have interests in WNTX(FM) Nantucket, MA. Buyer is headed by Michael Bernhardt, and has no other broadcast interests. Filed Dec. 20.

■ **WVAB(AM) Virginia Beach, VA** (BAL911230ED; 1550 khz; 5 kw-D)—Seeks assignment of license from Message Ministry and Management Inc. to Eclipse Broadcasting Corp. for \$150,000. Seller is headed by Ronald Joyner, and has no other broadcast interests. Buyer is headed by Ronald W. Cowan Jr., and has no other broadcast interests. Filed Dec. 30.

■ **WTHX(TV) Manitowoc WI** (BAPCT911226KH; ch. 16; 10.7 kw-V; 1.07 kw-A; ant. 129.27 m.)—Seeks assignment of CP from Tony C.G. Hendey to Marshall J. Garrison for \$1,000. Seller has no other broadcast interests. Buyer is permittee of LPTV in Waterloo, IA, and is 51% general partner in permittee of KBTV(TV) Des Moines, IA. Filed Dec. 26.

■ **WOFM(FM) Mosinee, WI** (BTCH911226HS; 94.7 mhz; 50 kw; ant. 150 ft.)—Seeks transfer of control within Mosinee Communications Inc. for \$450. Seller is Peggie Post Mallery, selling .6% of shares, to

leave her with 50%. Buyers are Bruce Lindsey and Daniel W. Zei, et al. Principals have no other broadcast interests. Filed Dec. 26.

## Actions

■ **KTCN(FM) Eureka Springs, AR** (BALH911113HZ; 100.9 mhz; 1.1 kw; ant. 531 ft.)—Granted assignment of license from Butler Broadcasting Co. Inc. to Bank of Eureka Springs for \$10,000. Seller is headed by Beverley Butler, and has no other broadcast interests. Buyer is headed by Lewis E. Epley and W. King Gladden, and has no other broadcast interests. Action Dec. 27.

■ **KKCY(FM) Colusa, CA** (BALH911031GY; 96.5 mhz; 3 kw; ant. 39 ft.)—Granted assignment of license from Monument Media Inc. to Phoenix Broadcasting Inc. for \$390,000. Seller is headed by Mark P. Guidotti, and has no other broadcast interests. Buyer is headed by Gary Katz (77%), and is also licensee of KCEZ(FM) Corning, CA. Action Dec. 30.

■ **KNRY(AM) Glendale, CA** (BAL911223EA; 1240 khz; 1 kw-U)—Granted assignment of license from Southern California Broadcasting Co. to KNRY Radio for \$425,000. Seller is headed by Fred S. Beaton, and is also licensee of KIEV(AM) Glendale, CA. Buyer is headed by David Wagenvoort, who is president of Wagenvoort Advertising Group Inc., licensee of KLAV(AM) Las Vegas. Action Dec. 11.

■ **WJGC(AM) Jacksonville, FL** (BAL911002EA; 1530 khz; 50 kw-D)—Granted assignment of license from Defuniak Communications Inc. to Christian Voices, Texas Ltd. Partnership for \$140,000. Seller is headed by Robert F. Schermann, and has interests in WJFC(AM)-WNOX(FM) Jefferson City, TN. Buyer is headed by The Proctor Group Inc. (60%) and Gerald R. Proctor; partner John R. Powley is licensee of WIIM-TV Iron Mountain, MI. Action Dec. 31.

■ **KUCL(AM) Boise, ID** (BAPL911122EA; 730 khz; 500 w-D)—Granted assignment of CP from PTI Broadcasting Inc. to Idaho State Board of Education (Boise State University) as gift. Seller is headed by Roy Robinson and Charles E. Robinson, and is subsidiary of Pacific Telecom Inc., licensee of KZMG(FM) New Plymouth, ID; KQLO(AM) Reno and KWNZ(FM) Carson City, both Nevada; KDUK(AM) Eugene and KLCZ(FM) Florence, both Oregon. It is also parent of Eagle Valley Communications Corp., which owns cable systems in Colorado. Buyer is headed by Gary Fay, and has interests in KBSM(FM) McCall, KBSU(FM) Boise, KBSW(FM) Twin Falls and several translators, all Idaho. Action Dec. 30.

■ **KMNS(AM)-KSEZ(FM) Sioux City, IA** (AM: BAL911113EB; 620 khz; 1 kw-U; FM: BALH911113EC; 97.9 mhz; 100 kw; ant. 643 ft.)—Granted assignment of license from Legend Communications of Iowa Ltd. to Chesterman Communications Sioux City Inc. for \$1.4 million. Seller is headed by W. Lawrence Patrick, and recently sold WYCL(FM) Boyertown, PA ("Changing Hands," Sept. 23, 1991), and is selling WSOM(AM)-WQXK(FM) Sioux City, IA. Patrick also has interests in Signal Communications, licensee of WMTR(AM) Morristown and WDHA-FM Dover, both New Jersey. Buyer is headed by Cy W. Chesterman (24.46%), who also has interests in Chesterman Communications, licensee of KSJB(AM)-KSJZ(FM) Jamestown, ND. Action Dec. 30.

■ **WTVQ-TV Lexington, KY** (BALCT911108KG; ch. 36; 2,100 kw-V; 210 kw-A; ant. 1,029 ft.)—Shamrock Broadcasting Inc. to Park Communications for \$11 million ("Closed Circuit," Nov. 4). Seller is headed by Bill Clark and is owned by Roy E. Disney family; it owns KMLE(FM) Chandler, AZ; KABL(AM) Oakland and KABL-FM San Francisco, both California; KXKL-AM-FM Denver; WFOX(FM) Gainesville, GA; KUDL(FM) Kansas City, KS; WCXI(AM)-WOWWW(FM) Detroit; WHB(AM) Kansas City, MO; WWSW-AM-FM Pittsburgh; KTAB-TV Abilene, KZFX(FM) Lake Jackson and KXXV(TV) Waco, all Texas, and KXRX(FM) Seattle. Buyer is headed by Roy H. Park, and is licensee of WBMG(TV) Birmingham, AL; KWLO(AM)-KFMW(FM) Waterloo, IA; KJJO-AM-FM St. Louis

Park, MN; WPAT-AM-FM Paterson, NJ; WHEN(AM)-WRHP(FM) Syracuse and WUTR(TV) Utica, both New York; WNCT-AM-FM-TV Greenville, NC; KWJJ-AM-FM Portland, OR; WNAX(AM) Yankton, SD; WDEF-AM-FM-TV Chattanooga and WJHL-TV Johnson City, both Tennessee; WTVR-AM-FM-TV Richmond and WLSL-TV Roanoke, both VA, and KEZX-AM-FM Seattle. Action Dec. 18.

■ **WLRS(FM) Louisville, KY** (BALH911106GH; 102.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Radio One of Louisville Inc. to Desert Communications II Inc. for cancellation of debts owed to Greyhound Financial Corp. as consideration. Seller is headed by Thomas M. Duddy, receiver, and was recently granted the sale of WAVG(AM) Louisville, KY. Buyer is headed by Gregory C. Smalis, who is also purchasing KYIS(FM) Oklahoma City. Action Dec. 30.

■ **WDOE(AM)-WCQA(FM) Dunkirk-Fredonia, NY** (AM: BAL910823HD; 1410 khz; 1 kw-D, 500 w-N; FM: BALH910823HE; 96.5 mhz; 660 w; ant. 686 ft.)—Granted assignment of license from Chautauqua Broadcasting Corp. to Tri-County Broadcasting Inc. for \$650,000. Seller is headed by Vincent T. Ridikas, and has no other broadcast interests. Buyer is headed by E. Michael Boyle, and is licensee of WCED(AM)-WOWQ(FM) Dubois, PA. Directors of Tri-County Broadcasting are also stockholders of Derrick Publishing Co. licensee of WKSJ(AM)-WHUG(FM) Jamestown, NY. Action Dec. 31.

■ **WADV(AM) Lebanon, PA** (BAL911120EB; 940 khz; 1 kw-D, 5 w-N)—Granted assignment of license from Robert Kapp to F.D.K. Inc. for \$50,000. Seller has no other broadcast interests. Buyer is headed by Dorothea L. Krug (50%), and has no other broadcast interests. Action Jan. 2.

■ **KTCR(AM)-KOTY(FM) Kennewick-Richland, WA** (AM: BAL910909EA; 1340 khz; 1 kw-U; FM: BAPLH910909EB; 106.5 mhz; 100 kw; ant. 1,076 ft.)—Granted assignment of license (KTCR) and CP (KOTY) from I-82 Acquisition Corp. to First Radio West Corp. for \$450,000. Seller is headed by W.D. Siegenthaler, and is also licensee of KUTI(AM)-KXDD(FM) Yakima, WA. Siegenthaler has interests in Contemporary Media Corp., licensee of KSGR(FM)-KCIX(FM) Garden City-Nampa (Boise), ID. Buyer is headed by Ronald D. Hoon, and has no other broadcast interests. Action Dec. 31.

## NEW STATIONS

### Actions

■ **Morristown, NY** (BPH910206MB)—Granted app. of Northstar Broadcasting Corp. for 102.9 mhz; 3 kw; 100 m. Address: Box 63, Rd. #2, Watertown, NY 13601. Applicant is headed by Jeffrey Shapiro and Bruce G. Danziger. Danziger has interests in WNCQ(AM)-WCIZ(FM) Watertown, NY. Shapiro and Vice President William Goddard each own 12.3% of WTSV(AM)-WHDQ(FM) Claremont, NH. Action Dec. 30.

■ **Midland, TX** (BPED900629MM)—Dismissed app. of Southwest Educational Media Foundation of TX Inc. for 92.3 mhz; 100 kw; ant. 300 m. Address: 2921 Brown Trail, Suite 140, Bedford, TX 76021. Applicant is headed by T. Kent Atkins, and has no other broadcast interests. Action Jan. 3.

■ **Nekoosa, WI** (BPH880519OG)—Granted app. of Berry Radio Co. for 93.7 mhz; 3 kw; ant. 100 m. Address: 1360 Chicago St., Green Bay, WI 54301. Applicant is headed by Julie Ann Albrecht, and has no other broadcast interests. Action Dec. 27.

## FACILITIES CHANGES

### Applications

#### AM's

■ **Avon, NY WYNQ(AM)** 93.3 mhz—Dec. 26 application of Karen S. Klehamer mod. of CP (BPH-880629MK) to change; ERP: 2.1 kw (H&V); ant.



116 m.; TL: 1.25 km north of 6425 E. Avon Lima Rd., Avon Township, Livingston County, NY.

■ **Clarksburg, WV** WOBG(AM) 1400 khz—Jan. 2 application of Hilber Corp. for CP to correct coordinates: 39 17 46 - 80 18 16.

#### FM's

■ **Marysville, CA** KRFD-FM 99.9 mhz—Dec. 23 application of River Cities Radio Ltd. for mod. of CP (BPH-9001051E) to change ant.: 665 m.

■ **Indianapolis** WHHH(FM) 96.3 mhz—Dec. 24 application of Shirk Inc. for mod. of CP (BPH-880727MJ) to change ERP: .77 kw (H&V); ant. 200 m.

■ **Granite Falls, MN** KKRC(FM) 93.9 mhz—Dec. 20 application of John Linder mod. of CP (BPH-890417MD) to changes ERP: 6 kw (H&V), ant. 80 m., TL: 3.9 km from Wegdahl, MN, at bearing of 341.7 degrees.

■ **North Mankato, MN** KDOG(FM) 96.7 mhz—Dec. 20 application of Minnesota Valley Broadcasting Co. for mod. of CP (BPH-900328IG) to change ERP: 3.9 kw (H&V), change to channel 244C3 (per docket #89-394).

■ **Bolivar, MO** KGBX-FM 106.3 mhz—Dec. 19 application of Sunburst II Inc. for CP to change TL: Farm Rd. C, 4 km NW of Strafford, IN, Greene Co., MO.; change community of license from Bolivar to Nixa, MO (per MM docket #90-485).

■ **Cassville, MO** KZRK(FM) 100.1 mhz—Dec. 23 application of Kevin M. and Patricia W. Wodlinger for mod. of CP (BPH-880629MA) to change ERP: 2.72 kw; ant. 149; TL: land sec. #12, twn. #22-N, range #27, Barry County, MO; nearest town is Hilltop, MO, 3.3 miles to northwest.

■ **Middletown, NY** WOSR(FM) 91.7 mhz—Dec. 31 application of WAMC Inc. for mod. of CP (BPED-890427MA) to change ERP: 1.8 kw H&V; ant. 192 m.; TL: south side of state Rte 17, approx 1 km SE of intersection of Rte 17 and Wolfe Lake Rd, Sullivan County, NY.

■ **Oneonta, NY** WSRK(FM) 103.9 mhz—Dec. 24 application of Hastings Broadcasting Corp. for CP to change ERP: 2.05 kw (H&V).

■ **Riverhead, NY** WRCN-FM 103.9 mhz—Dec. 20 application of East Shore Broadcasting Corp. for mod. of license (BLH-870609KB) to change antenna type.

■ **Cleveland, TN** WALV(FM) 95.3 mhz—Dec. 10 application of Thomason Broadcasting Inc. for mod. of license to increase ERP: 3.5 kw H&V (per MM docket #88-375).

■ **Huntingdon, TN** WTKB-FM 93.7 mhz—Dec. 23 application of Big Tenn Communications Co. Inc. for mod. of CP (BPH-870506KF as mod.) to change ERP: 6 kw (H&V); ant. 100 m.; TL: just off US Highway 70 near New Hope Cemetery, 1 mile southwest of Atwood, TN.

■ **Port Lavaca, TX** KPLV(FM) 93.3 mhz—Dec. 18 application of Coastal Wireless Co. for CP to change ant.: 97 m.; TL: 2.1 miles northeast of intersection of Hwy 87 and FM 1616 on south side of FM 1616 near Placedo, TX.

■ **Payson, UT** KTCE(FM) 92.3 mhz—Dec. 18 application of Moenkopi Communications Inc. for mod. of CP (BPH-880421MM) to change ERP: .110 kw (H&V); ant. 675.4 m.; TL: 9 km NW of Payson in West Mt. communications site, Utah County, Utah.

■ **Rudolph, WI** WIZD(FM) 99.9 mhz—Dec. 18 application of Wizard Communications Inc. for CP to change ERP: 6 kw (H&V); change from non-directional to directional antenna.

#### TV's

■ **Paducah, KY** WDKA(TV) ch. 49—Dec. 27 application of Macpherson BCasting of KY Inc. for mod. of CP (BPCT-840424KFBPCT-911209KF) to change ERP (vis): 1820 kw; ant. 327 m.; TL: 4.8 km at north 243 degrees east from Vienna, Johnson County, IL; antenna: Alan Dick & Co. Inc. SG-28(BT); 37-23-45 - 88-56-23.

#### Actions

##### AM's

■ **Orange, CA** KPLS(AM) 830 khz—Dec. 30 application of Orange County Broadcasting Corp. granted for mod. of CP (BP810209AK) to augment standard radiation pattern for nighttime.

■ **Maunawili, HI** KULA(AM) 1460 khz—Dec. 31 application of Mount Wilson FM Broadcasters Inc. granted for mod. of CP (BP-850822AD) to change city of license to Honolulu.

■ **Kinsey, MT** KMTA(AM) 1050 khz—Dec. 18 application of Miles City Broadcasting Corp. granted for mod. of CP (BP-850531AP) to change city of license to Miles City, MT.

■ **San German, PR** WSOL(AM) 1090 khz—Dec. 19 application of Gauthier & Rodriguez Radio Associates granted for CP to change TL to south side of Route 2, .4 km south of Hormigueros, PR, and change antenna system.

##### FM's

■ **Oro Valley, AZ** KVMN(FM) 97.5 mhz—Dec. 27 application of Pueblo Radio Broadcasting Service dismissed for mod. of CP (BPH-861002TA) to change ant. -41 m., and change TL: NW corner of La Cholla Blvd. and Ina Rd., Pima County, AZ.

■ **Modesto, CA** KJSN(FM) 102.3 mhz—Dec. 31 application of Community Modesto BCasting Corp. granted for mod. of license to increase ERP: 6 kw H&V (per docket #88-375).

■ **South Lake Tahoe, CA** KZFF(FM) 102.9 mhz—Dec. 31 application of Emerald Communications Corp. granted for CP to change ERP: .847 kw H&V, ant. 895 m., and TL: Genoa Peak, 12.9 km north-east of South Lake Tahoe.

■ **West Palm Beach, FL** WEAT-FM 104.3 mhz—Dec. 30 application of J.J. Taylor Companies Inc. granted for CP to change ERP: 100 kw H&V, ant. 388 m.; change class from C1 to C (per MM docket #87-438), grant rescinded and reinstated to pending status; motion for stay dismissed as moot.

■ **Fort Valley, GA** WKXX(FM) 97.9 mhz—Dec. 23 application of Middle Georgia Broadcasting Inc. granted for CP to changes ERP: 9.8 kw (H&V), change to channel 250C3 (per docket #90-325).

■ **Knoxville, IA** KRLS(FM) 92.1 mhz—Dec. 31 application of Leighton Enterprises Inc. granted for CP to change ERP: 15.5 kw H&V, ant. 94 m., and change class: C3 (per docket #89-366).

■ **Storm Lake, IA** KAYL-FM 101.5 mhz—Dec. 30 application of Northwest Iowa Broadcasting Corp. granted for CP to change ant.: 122 m.; TL: US Hwy 71, .8 miles E of Storm Lake. (Application is to correct information on file dating from 1949; no actual construction is proposed.)

■ **Henderson, KY** WKPB(FM) 89.5 mhz—Sept. 5, 1990, application of Western Kentucky University granted for CP to change ERP: 43 kw H&V; ant. 115 m.

■ **Madisonville, KY** WSOF-FM 89.9 mhz—Dec. 31 application of Madisonville Christian School granted for CP to change ERP: 39.4 kw H&V.

■ **Scottsville, KY** WVLE(FM) 99.3 mhz—Dec. 27 application of Sherandan Broadcasting Co. Inc. dismissed for mod. of license to increase ERP: 3.6 kw H&V (per docket #88-375).

■ **St. James, MN** KKAC(FM) 100.5 mhz—Nov. 13 application of Rogers Broadcasting Co. granted for mod. of CP (BPH-890420MF) to change ant.: 132 m., TL: 4.3 km from South Branch, at bearing of 76.2 degrees.

■ **Butler, MO** KMoe(FM) 92.1 mhz—Nov. 14 application of Bates County Broadcasting Co. granted for CP to change ERP 4.725 kw (H&V), ant. 45 m.

■ **Campton, NH** WVFM(FM) 106.7 mhz—Dec. 13 application of White Mountain Radio granted for mod. of CP (BPH-860828MB) to change ERP: .079 kw H&V; ant. 597 m.; TL: Mt. Tecumseh, approx. 100 m. NW of top of Quad Ski Lift, Waterville Valley Ski Area, Grafton County, NH. 43 57 32 - 71 33 23; amended 5-21-90 to change ERP to .125 kw and ant. to 610 m.

■ **Canajoharie, NY** WCAN(FM) 93.3 mhz—Jan. 2 application of W A M C granted for mod. of license to increase ERP: 3.5 kw (H&V) (per docket #88-375).

■ **Durham, NC** WFXC(FM) 107.1 mhz—Dec. 31 application of WFXC-FM and WDUR-AM Inc. granted for mod. of CP (BPH-900601ID) to change ERP: 2.6 kw H&V, ant. 153 m. nondirectional.

■ **Loudonville, OH** WBZW(FM) 107.7 mhz—Jan. 2 application of Charter Broadcast Group Ltd. granted for mod. of CP (BPH-880301OD) to change antenna supporting-structure height.

■ **Oxford, OH** WMUB(FM) 88.5 mhz—Nov. 13 application of Pres. & Trustees of Miami Univ. granted for CP to change ERP: 25.5 kw (H&V); ant. 152 m.

■ **Holdenville, OK** KXKY(FM) 106.5 mhz—Jan. 2 application of Mary Pearl Castillo Creech & Assoc. Inc. granted for mod. of CP (BPH-880707MC) to change ERP: 4.5 kw H&V; ant. 62 m.

■ **Isabela, PR** WKSA-FM 101.5 mhz—Dec. 20 application of Isabela Broadcasting Inc. granted for CP to change antenna supporting-structure height.

■ **Johnston, SC** WKXS-FM 92.7 mhz—Dec. 13 application of Edgefield-Saluda Radio Co. Inc. granted for CP to change ERP: 1.79 kw H&V; ant. 176 m.; TL: west side of US 25, .5 km north of Trenton in Edgefield County, SC.

■ **West Columbia, SC** WSCQ(FM) 100.1 mhz—Dec. 13 application of Congaree Broadcasters Inc. granted for CP to change antenna supporting-structure height.

■ **Germantown, TN** WFGI(FM) 94.3 mhz—Dec. 23 application of Ardman Broadcasting Corp. of TN granted for CP to changes ERP: 50 kw (H&V), ant. 144 m. TL: 1.1 km E of US Rt. 78, Mineral Wells, Desoto Co., MS; change to channel 231C2 (per docket #87-619), employ directional antenna.

■ **Nacogdoches, TX** KTBQ(FM) 107.7 mhz—Dec. 13 application of Center City Communications Inc. granted for CP (BPH-880524IA) to change TL: 1.4 km WNW of intersection of Hwy 259 and Route 699.

■ **Winfield, TX** KALK(FM) 97.7 mhz—Dec. 19 application of Parker-Hill Communications Inc. granted for CP to change ERP: 22.5 kw (H&V); ant. 100 m. TL: 33 11 01 95 12 32 change to class C3.

■ **West Rutland, VT** WRUT(FM) 107.5 mhz—Dec. 19 application of Brian Dodge dismissed for mod. of CP (BPH-891229JP) as mod.; ant. 699 m.; ERP .11 kw (H&V); 43 38 22 - 72 50 12.

■ **Christiansted, VI** WJKC(FM) 95.1 mhz—Dec. 19 application of Radio 95 Inc. granted for CP to change ant. 241 m.; TL: 3 km southeast of Christiansted, St. Croix, VI.

■ **Bedford, VA** WYMY(FM) 106.9 mhz—Dec. 17 application of Tri-City Media Co. granted for mod. of CP (BPH-881017MH) to change ERP: .33 kw H&V.

■ **Lebanon, VA** WXLZ(FM) 107.3 mhz—Dec. 20 application of Yeary Broadcasting Inc. granted for mod. of CP (BPH-861001TC) to changes ERP: .53 kw H&V, ant. 236 m., TL: 300 m. W. of state route 673, approx. 3.7 km east of Dickensonville, VA.

■ **Narrows, VA** WZFM(FM) 101.3 mhz—Dec. 12 application of Rebecca Lolli and Faye Nicholson granted for mod. of CP (BPH-870515NI as mod.); change ERP: 5.7 kw H&V; ant. -123 m.; TL: approximately 1.9 miles east of Narrows on Route 100, Giles County, Pearisburg, VA.

#### TV's

■ **Davenport IA** KQCT(TV) ch. 36—Dec. 18 application of Black Hawk College granted for mod. of CP (BPET-890111KH) to change ERP (vis): 6.9 kw; antenna: Andrew ALP4L1(DA).

■ **West Milford, NJ** WFME-TV ch. 66—Dec. 17 application of Family Stations of New Jersey Inc. granted for mod. of CP to change ERP: V.24 kw, ant. 711 ft., TL: Bald Mountain, near Mahwah, NJ (74-12-03 41-07-14) antenna: Bogner B24UO.

■ **Seattle** KOMO-TV ch. 4—Dec. 17 application of Fisher Broadcasting Inc. granted for CP to change ant. 351 m.; antenna: Dielectric TDM-7A4.

## ALLOCATIONS

■ **Springdale, AR** Proposed allotting UHF channel 57 to Springdale as its first local television service. Comments due February 27, replies March 13. (MM Docket 91-363, by NPRM [DA 91-1586] adopted December 19 by the Assistant Chief, Allocations Branch.)

■ **Epworth and Dyersville, IA, and Dodgeville, WI** Effective February 24, amended FM Table to allot channel 247C3 to Epworth; filing window: February 25-March 26. (MM Docket 89-384, by R&O [DA 91-1643] adopted December 31 by Chief, Allocations Branch.)

■ **Houma and Chalmette, LA** Proposed reallocating channel 298C2 from Houma to Chalmette, and modifying license of KCIL(FM) accordingly. Comments due February 27, replies March 13. (MM Docket 91-361, by NPRM [DA 91-1580] adopted December 19 by Assistant Chief, Allocations Branch.)

■ **Grenada, Artesia and Okolona, all Mississippi** Effective February 21, substituted channel 261C2 for channel 261A at Grenada, and conditionally modifying license of WQXB(FM); substituting channel 260C2 for channel 261A at Artesia, and conditionally modifying license of WZIX(FM); and allotting channel 289A to Okolona as its first broadcast service. Filing window for Okolona: February 24-March 25. (MM docket 89-406 by R&O [DA 91-1638] adopted December 30 by the Chief, Allocations Branch.)

■ **Harrisburg and Albemarle, NC** Effective February 24, amended FM Table to allot channel 224A to Harrisburg; filing window: February 25 - March 26. (MM docket 89-594, by R&O [DA 91-1644] adopted December 31 by Assistant Chief, Allocations

Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Bixby, OK** Effective February 21, amended FM Table to substitute channel 287C3 for channel 287A; modified CP for KBXT-FM accordingly. (MM docket 91-179, by R&O [DA 91-1639] adopted December 30 by Assistant Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Dyersburg, TN, and De Witt, Heber Springs, Hoxie, Jonesboro and Newport, all Arkansas** Effective February 21, substituted Channel 244C2 for Channel 264A at Newport, AR, and conditionally modifying license of KOKR(FM); and substituted channel 264C2 for channel 244A at Heber Springs, AR, and conditionally modified license of KAWW-FM. (MM docket 87-563 by Second R&O [DA 91-1640] adopted December 30 by Chief, Allocations Branch, Mass Media Bureau.)

■ **Belton, TX** Effective February 24, amended FM Table to substitute channel 292C3 for channel 292A; modified license of KOOC(FM) accordingly. (MM docket 91-276, by R&O [DA 92-3] adopted January 3 by Assistant Chief, Allocations Branch.)

■ **Gilmer, TX** Effective February 20, amended FM Table by substituting Channel 237C3 for Channel 237A at Gilmer, and conditionally modifying license of KLSQ(FM) accordingly. (MM Docket 91-250, by R&O [DA 91-1588] adopted December 20 by the Assistant Chief, Allocations Branch.)

■ **Jourdanton, TX** Proposed allotting channel 239A to Jourdanton as its first FM service. Comments due February 27, replies March 13. (MM Docket 91-362, by NPRM [DA 91-1581] adopted December 19 by Assistant Chief, Allocations Branch.)

■ **Trinity, TX** Dismissed petition of Roy E. Henderson seeking allotment of channel 251A to Trinity. (MM Docket 91-272, by R&O [DA 91-1579] adopted December 19 by Assistant Chief, Allocations

Branch, Mass Media Bureau.)

■ **Christiansted, VI** Effective February 24, amended FM Table to substitute channel 228B for channel 228A; modified CP for WAVI(FM) accordingly. (MM docket 91-296, by R&O [DA 91-1642] adopted December 30 by Chief, Policy and Rules Division.)

■ **Nassawadox, VA** Proposed allotting channel 222A to Nassawadox as its first FM service. Comments due February 27, replies March 13. (MM Docket 91-364, by NPRM [DA 91-1589] adopted December 20 by the Assistant Chief, Allocations Branch.)

## ACTIONS

■ **Erratum Amendment of Part 76, subpart J, section 76.501 of Commission's rules and regulations to eliminate prohibition on common ownership of cable TV systems and national television networks.** Corrected second further NPRM (FCC 91-403) adopted January 3.

■ **Affirmed Mass Media Bureau decision denying requests by Longview Cable Television Co. Inc., and Kilgore Cable Television Co., for reinstatement of their original petitions seeking waiver of Commission's distant signal importation rules, abolished in 1980.** (Report MM-560, Mass Media Action, by Commission January 2 by MO&O [FCC 92-6].)

■ **Granted Continental Cablevision of Ohio, operator of cable television systems serving several communities in northern Ohio, waivers of FCC's network program nonduplication and syndicated exclusivity rules.** (Report MM-599, Mass Media Action, by Commission January 2 by MO&O [FCC 92-9].)

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■ **Dismissed** Petition by Poughkeepsie Broadcasting Limited for reconsideration of Commission order denying review of Review Board decision that denied PBL's application for new FM on channel 241A at Poughkeepsie. (MM docket 88-279, report DC-2028.)

■ **Terminated** proceeding which proposed to permit new use of UHF-TV spectrum by wireless cameras operated for electronic newsgathering. (MM-85-36, Report DC-2025, by Commission December 31, by Order [FCC 91-433].)

■ **Fairness Doctrine Complaint** Denied complaint filed by Arkansas AFL-CIO and Committee Against Amendment 2 against KARK-TV Little Rock, AR. (By MO&O [FCC 91-434] adopted December 31 by Commission.)

■ **Triad Communications Co.** Issued Notice of Apparent Liability for forfeiture of \$23,750 for apparent repeated violation of Commission's rules regarding cable signal leakage. (By Letter [FCC 92-15] adopted January 6 by Commission.)

■ **TCI Cablevision of Colorado** Issued Notice of Apparent Liability for forfeiture of \$23,750 for apparent repeated violation of Commission's rules regarding cable signal leakage. (By Letter [FCC 92-11] adopted January 6 by Commission.)

■ **Fresno, CA** Denied New Life Enterprises Inc. reconsideration of dismissal of its application for new FM on channel 257A. (By Commission January 2, by MO&O [FCC 92-8], Report MM-597.)

■ **Montecito, CA** Denied Premier Broadcasting Inc. reconsideration of action by Mass Media Bureau which dismissed its application for new FM on channel 225A. (By Commission January 2 by MO&O [FCC 92-7], Report MM-598.)

■ **Punta Rassa, FL** Granted application of Kightl Broadcasting Ltd. for new FM on channel 249A; denied competing applications. (MM Docket 90-106, by ID [FCC 92D-1] issued January 3 by ALJ Joseph Chachkin.)

■ **Sylvester, GA** Granted applications of CA Broadcasting Inc., and Thomas W. Lawhome for new class A FM. (MM Docket 90-192 by Decision [FCC 91R-116] adopted December 18 by Review Board.)

■ **Des Moines, IA** Granted motion filed by Minority Communications Inc. for extension of time to January 3, 1992, to prepare joint preliminary engineering exhibit regarding a construction permit for new FM. (MM Docket 91-204 by Order [FCC 91M-3508] issued December 30 by ALJ Joseph Stimmer.)

■ **Columbia, LA** Granted application of Pears Broadcasting Inc. for new TV on channel 11, reversing Review Board decision. (MM docket 88-183, Report DC-2029, Commission December 24 by MO&O [FCC 91-422].)

■ **Bedford, NH** Dismissed Appledore Communications Inc. petition for reconsideration as procedurally defective. (MM docket 88-3, Report DC 2024, by Commission December 31 by MO&O [FCC 91-432].)

■ **Queensbury, NY** Granted application of Bradmark Broadcasting Co. for CP for new FM at Queensbury. (MM Docket 90-181 by Decision [FCC 91R-115] adopted December 12 by Review Board.)

■ **Waco, TX** Affirmed Review Board decision granting application of Kennelwood Broadcasting Co. Inc., for new FM on channel 233A. (MM docket 89-338, Report DC-2026, by Commission January 2, by Order [FCC 92-2].)

## CALL LETTERS

### Grants

#### Existing FM's

KBCY(FM)	KTLC Tye Broadcasting Inc.; Tye, TX
KBLS(FM)	KXDJ Lesso Inc.; North Fort Riley, KS

KBLZ(FM)	KANY Kanehoe Radio Inc.; Kanehoe, HI	WLVW-FM	Chicago
KBSY(FM)	KLHK Landmark Communications Inc.; Poteau, OK	WDVH HVS Partners; Salisbury, MD	
KFXT(FM)	KFNC Central Oklahoma Radio Corp.; Sulphur, OK	WLYK(FM)	WKZZ CEBE Investments Inc.; Lynchburg, VA
KHKN-FM	KPUP-FM Jerry J. Collins; Gonzales, CA	WMJW(FM)	WZRI Carol B. Ingram; Cleveland, MS
KHYI(FM)	KZKF Maple Communications Ltd.; Howe, TX	WMKG(FM)	WWMY WWMY-FM Broadcasting Inc.; Eden, NC
KKCD(FM)	KKVU Vantage Communications Inc.; Omaha, NE	WMRV-FM	WMRV Beacon Broadcasting Corp.; Endicott, NY
KLPQ(FM)	Hall Broadcasting Inc.; Cabot, AR	WNDJ(FM)	WVZG Windwill Commun.; A General Partnership; White Stone, VA
KLTH(FM)	KMBR Bonneville Holding Company; Kansas City, MO	WNOX(FM)	WLOD-FM C-K Inc.; Loudon, TN
KMJL(FM)	KXLT Genesis Broadcasting Inc.; Denver	WOAD-FM	WJXN-FM St. Pe' Broadcasting Inc.; Ulica, MS
KMXE(FM)	KSIF Simmons Family Inc.; Idaho Falls, ID	WOHP(FM)	WQFC The Cedarville College; Portsmouth, OH
KMXV(FM)	KLSI Apollo Radio of Kansas City Inc.; Kansas City, MO	WORD-FM	WEZE-FM Salem Media of Pennsylvania Inc.; Pittsburgh
KNNC(FM)	KJWL Rees-Slaymaker Radio Partnership I Ltd.; Georgetown, TX	WORG(FM)	WMNY-FM Clarence E. Jones; Elmore, SC
KODZ(FM)	KHYI Evergreen Media Corp. of Dallas; Arlington, TX	WQLA-FM	WQLA LaFollette Broadcasters Inc.; LaFollette, TN
KOZZ-FM	KOZZ Lotus Radio Corp.; Reno	WQON(FM)	WFXK Dittmer Broadcasting Co. Inc.; Grayling, MI
KPIG(FM)	KHTX Radio Ranch; Freedom, CA	WQXA-FM	WQXA Penn Central Broadcasting Inc.; York, PA
KRIG(FM)	KNFB KBGH Radio Group; Nowata, OK	WRAC-FM	WGBE Bald Eagle Broadcast Associates; Williamsport, PA
KRSS(FM)	KRCD-FM Calvary Chapel of Costa Mesa Inc.; Chubbuck, ID	WRRK(FM)	WMYG WHYW Associates Ltd.; Braddock, PA
KSPY(FM)	KZDD John K. LaRue; Quincy, CA	WRVF(FM)	WXXM Tri-City Radio Limited; Upper Arlington, OH
KTZN(FM)	KQSN Nova Communications Ltd.; Green Valley, AZ	WSQN(FM)	WJZX Atlantic Broadcasting Company Inc.; Scranton, SC
KYFI(FM)	Bible Broadcasting Network Inc.; Lafayette, LA	WTCF(FM)	WKFK Mid-America Broadcasting Inc.; Carrollton, MI
WAQQ(FM)	WGKL-FM Adams Radio of Charlotte Inc.; Charlotte, NC	WTRY-FM	WSHZ Barry W. Sims, Receiver; Rotterdam, NY
WAQY-FM	WAQY Saga Communications Ltd.; Springfield, MA	WWNJ(FM)	WKTW Mercer County Community College; Dover Township, NJ
WBMW(FM)	WVNL Red Wolf Broadcasting Corp.; Ledyard, CT	WXKB(FM)	WAKS WRCC Partners; Cape Coral, FL
WBQQ(FM)	WJIB Vega Corp.; Kennebunk, ME	WXML(FM)	WVZX Kayser Broadcast Ministries Inc.; Upper Sandusky, OH
WDBN(FM)	WIML Johnson County Broadcasters Inc.; Wrightsville, GA	WXXM(FM)	WGOR-FM WGOR-FM Ltd.; St. Johns, MI
WDRK(FM)	WBKL Milblack Inc.; Callaway, FL	WXTK(FM)	WOCB-FM Boch Broadcasting Ltd.; West Yarmouth, MA
WEGM(FM)	WBOZ-FM Southwestern Broadcasting Corp. Inc.; Hormigueros, PR	WZSR(FM)	WAIT-FM Pride Communications Ltd.; Woodstock, IL
WENY-FM	WLEZ WENY Inc.; Elmira, NY	WZZV(FM)	WAXH Northeast Radionet Ltd.; Olyphant, PA
WERK-FM	WOKZ American Home Town Radio Corp.; Muncie, IN		
WERQ-FM	WYST-FM United Broadcasting Co. of Eastern Maryland Inc.; Baltimore	<b>Existing TV's</b>	
WFGI(FM)	WEZI-FM Ardman Broadcasting Corp. of Tennessee; Germantown, TN	KXAM-TV	KLNO KXAN Inc.; Llano, TX
WGGR(FM)	WVYJ Greater Greenwood Broadcasting Ltd.; Greenwood, IN	WBCC(TV)	WRES Brevard Community College; Cocoa, FL
WGUS-FM	WOPW HVS Partners; Augusta, GA	WGOX(TV)	WWFG West Florida Television Ltd.; Inverness, FL
WHJX-FM	WHJX Eagle Broadcasting Inc.; Brunswick, GA	WRDC(TV)	WPTF-TV FSF TV Inc.; Durham, NC
WJBT(FM)	WZAZ-FM Thomas M. Baumer; Green Cove Springs, FL	<b>Withdrawals</b>	
WKMK(FM)	WVYF K&B Broadcasting Co. Inc.; Sylvester, GA	KHNR(AM)	KORL Coral Communications Corp.; Honolulu
WKOD(FM)	WKEZ-FM Eure Communications Inc.; Yorktown, VA	WBBE(AM)	WMAK Gizmo Communications Inc.; London, KY
WKXD(FM)	WRJT JWC Broadcasting; Monterey, TN	WKJZ(AM)	WPNT Diamond Broadcasting Inc.; Chicago
WLWL(FM)	KXLV-FM Intrepid Broadcasting Inc.; Cambridge, MN	<b>Redision</b>	
WLS-FM	WYTZ WYTZ-FM Radio Inc.;	WPRX(FM)	Twinlakes Communications; Russell Springs, KY



## SHERRIE PATRICE MARSHALL

**C**onvinced FCC Chairman Alfred Sikes's draft of the FCC report to Congress on cable television was far too tough on the medium, FCC Commissioner Sherrie Marshall strode into Sikes's office a week before its scheduled July 1990 adoption and delivered some new language that would take the edge off the report and soften some of its recommendations.

Sikes had no choice but to accept the new version. Marshall had come with the proxies of Commissioners Ervin Duggan and Andrew Barrett, and three votes is an FCC majority.

In delivering the draft, Marshall also served notice she was a force to be reckoned with. Not only did she have her own ideas, she had, on any given issue, as much chance of mustering a majority as Sikes.

The 38-year-old Marshall wields considerable clout. The power flows from her network of friends in the administration, keen political sense, probing intellect and three other independent-minded commissioners in Duggan, Barrett and James Quello.

Of all the commissioners, she may be the most pragmatic. Marshall says she looks to see what impact changes in regulation may have on businesses. She calls it "reality-test policymaking." What's more, say friends and foes alike, she carefully calculates the political ramifications of her actions.

Much has been made of her clashes with Sikes, with whom she competed at the White House for the FCC chairmanship. Although those clashes are real enough, the two are philosophical soulmates. Both talk the same pro-competition, deregulatory talk. By her staff's reckoning, she has agreed with the chairman as much as, or more than, any other commissioner.

Marshall's hand was nowhere more apparent than in last year's monumental battle over the financial interest and syndication rules, which limit the broadcast network involvement in programming and syndication. Along with Duggan and Barrett, Marshall blocked Sikes and Quello from repealing the rules—much to the delight of produc-



ers and the dismay of the networks.

For her stance, Marshall took some hits in the press and suffered some erosion of her political base in the administration. But Marshall harbors no regrets: "It comes with the job."

That quid pro quo notwithstanding, Marshall does not need enemies or unhappy interest groups at the moment. Her term is up June 30, and she is clearly interested in reappointment. "I welcome the opportunity to continue to help advance the President's agenda," she says. The mercurial conventional wisdom now says Marshall will get Bush's nod for another five years, even though Sikes has thus far declined to endorse her.

After a stint at the Federal Election Commission, Marshall went to work for the Reagan White House in 1981. She spent a year with legislative affairs, shepherding such nominees as Sandra Day O'Connor (to the Supreme Court) and Mark Fowler (to the FCC) through the Senate confirmation process.

She moved over to the staff of White House Counsel Fred Fielding in 1982, specializing in election and ethics rules. Four years later, she jumped to the Treasury Department to work for newly appointed Secretary James Baker and his deputy Richard Darman. Today, Baker is Secretary of State and Darman is Director of the Office of Management and Budget.

Marshall moved into the private sector in 1986, first at the law firm of Ropes & Gray and later at the firm of Wiley, Rein & Fielding. In the fall of 1987, she was persuaded to head the FCC's legislative affairs office. On detail from the FCC, she was a member of the Bush transition team. She returned briefly to Wiley Rein before being tapped for the FCC.

Marshall dutifully studies the telephone and private radio issues that come across her desk, but it is broad-

cast and cable matters that excite her most.

Marshall has been out front in advocating review of the ban against network-cable crossownership. But other than that, she has been careful not to reveal her positions on upcoming broadcast and cable proceedings.

Marshall's reappointment this summer may give her another shot at the chairmanship that eluded her in 1989. Sikes is said not to want to stick around after his term expires in June 1993. If Marshall makes all the right moves, she

would be a leading candidate to succeed Sikes. That is, of course, if she wants the position.

Marshall professes to be perfectly happy where she is: "This a good job without being chairman." ■

**Commissioner, FCC; b. Aug. 3, 1953, Jacksonville, Fla.; BA, English, University of North Carolina, Chapel Hill, 1974; JD, UNC School of Law, 1977; attorney, Office of the General Counsel, Federal Election Commission, 1977-78; minority counsel, elections, Senate Committee on Rules and Administration, 1978-79; executive assistant to Commissioner Max Friedersdorf, FEC, 1979-81; special assistant, Office of Legislative Affairs, The White House, 1981-82; associate counsel, White House Counsel's Office, 1982-85; executive secretary, Treasury Department, 1985-86; attorney, Ropes & Gray, Washington, 1986; attorney, Wiley, Rein & Fielding, Washington, 1986-87; director, Office of Legislative Affairs, FCC, 1987-89; attorney, Wiley, Rein & Fielding, 1989; present position since August 1989.**

# Fates & Fortunes

## MEDIA

**Tina Wlasick**, counsel, Orion Television Entertainment, joins NBC Business Affairs, New York, as senior contracts attorney.

**L.D. (Nick) Bolton**, president and general manager, WBRC-TV Birmingham, Ala., retired.

**Lee R. Salzberger**, from KOTV(TV) Tulsa, joins co-owned WVEC-TV Hampton, Va. (Norfolk), as president and general manager, succeeding **William J. Beindorf**, who retired ("Fates & Fortunes," Dec. 16, 1991).

**Bryce Phillipy**, from KID(AM)-KISF(FM) Idaho Falls, Idaho, joins KUDY(AM)-KKZX(FM) Spokane, Wash., as general manager.

**Steve Mauldin**, VP and general manager, WTSP-TV Tampa-St. Petersburg, Fla., named president and general manager.

**Joseph A. Carriere**, president and general manager, Coastal Television, joins Withers Broadcasting Co. of Colorado, Grand Junction, as general manager.

**Marshall R. Noecker**, president, Lamco Communications Inc., Williamsport, Pa., adds duties as CEO, succeeding **Andrew W. Stabler Jr.**, who retired.

**Robert G. West**, program director, KDNL-TV St. Louis, named group program director of parent company River City Broadcasting's TV stations there.

**Tim Calcara**, station manager, KTOF(FM) Cedar Rapids, Iowa, named general manager.

**Marc Owensby**, program director, international space trade, U.S. Department of Commerce's Office of Space Commerce, joins Comsat Mobile Communications, London, as director, international relations, succeeding **Joslyn Read**, VP, international relations, Washington. **Arthur E. Gelven**, director, contracts and administration, Comsat, Washington, named VP, contracts and administration.

**Marcus O. Evans**, general counsel, Group W Cable, Chicago, joins Prismstar Partners, Philadelphia, as VP and general counsel.

**Phyllis Leibert**, associate director of research, WWOR-TV Secaucus, N.J. (New York), named director of research.

**Laura Nelson**, program director, KWGN-TV Denver, adds duties as chief financial officer.

**Vytas J. Paskus**, chief financial officer, Emmis Broadcasting, joins WTTV(TV) Bloomington, Ind. (Indianapolis), as manager of finance and business affairs.

**Jean-Bernard Miellet**, VP and general manager, Mitel, joins US West Inc., Englewood, Colo., as executive VP, business development group.

## SALES AND MARKETING

**Lee Durham**, account executive, ESPN Inc., Chicago, named director, advertising sales, Detroit.

**Simon Pollock**, director of sales, Buena Vista International Television/The Walt Disney Co. Ltd., London, joins Columbia TriStar International Television there as VP, advertiser-supported television.

**John Popkowski**, executive VP, Turner Broadcasting Sales Inc., joins MTV Networks, New York, as senior VP, advertising sales.

**Roy Simpson**, general sales manager, Satellite Music Networks (SMN), Dallas, named affiliate sales manager. **Don Hibbitts**, regional affiliate sales manager, Northeast region, SMN, Dallas, named affiliate sales manager, West region.

Appointments at WTOV-TV Steubenville, Ohio: **Jim Emmerling**, local sales manager, named general sales manager; **Vern Schofield**, account executive, named national sales manager; **Tom Pleva**, from *Valley News Dispatch*, and **Kristen Coccoli**,

from WMBA(AM) Ambridge, Pa., named account executives.

**Robert J. Thalman**, senior VP, Turner Advertising & Marketing, Atlanta, named senior VP, sales and marketing, Turner Program Services International.



Thalman



Christensen

**Ken Christensen**, VP, marketing, Turner Advertising & Marketing, replaces Robert Thalman as VP.

**Patricia M. Bily**, account executive, Genesis Broadcasting Inc., joins KABB(TV) San Antonio as director of sales promotion and marketing.

**Owen J. Dougherty**, VP and director of communications, Foote Cone & Belding Communications Inc., Chicago, named VP, director of corporate communications.

**Ralph Dawn**, account executive, WDEF-TV Chattanooga, Tenn., retired.

**Merry Ewing**, from WVVA(TV) Bluefield, W. Va., joins WSTR-TV Cincinnati as national sales manager. **Teena Morrison**, from WWEZ(FM) Cincinnati, joins WSTR as account executive.

**Hoyt Andres**, general manager, WVII-TV Bangor, Me., joins WDSI-TV Chattanooga as general sales manager.

**Dana Dejanovich-Maragos**, director of marketing, Prime Cable, Chicago, named VP, marketing.

**Jeff Kimmel**, regional sales manager, WXXL(FM) Leesburg, Fla. (Orlando), named sales manager. **Rhoda Bohrer**, from co-owned WCOD-FM Cape Cod, Mass., joins WXXL as regional sales manager.



## PROGRAMING



Sternthal

**Mara Sternthal**, manager, international TV sales, ABC Distribution Co., New York, named director, international TV sales.

**Tom Simon**, executive producer, *National Geographic Explorer*, Washington, adds duties as executive producer, specials. **Nicholas Noxon**, senior producer, specials, *National Geographic*, Studio City, Calif., named executive producer.

**Guy Sousa**, director, marketing and sales for Olympics, CBS-TV, joins Lifetime Television, New York, as senior VP, sales.

**Andy Musser**, play-by-play announcer, SportsChannel Philadelphia, joins Prism there in same capacity, succeeding **Jim Barniak**, ("Fates & Fortunes," Jan. 13).

**Luann Simpson**, president, The Travel Channel, joins Video Jukebox Network Inc., Miami, as chief financial officer and administrative officer.

**Claudia Lamb**, from WKRC(FM) Cincinnati, joins KCMO-FM Kansas City, Mo., as morning co-host.

**James H. Stone**, from Radio Caracas Television, joins Coral Pictures Corp., Miami, as executive VP.

**Ernie Harwell**, long-time voice of Detroit Tigers, joins CBS Radio Sports, New York, as baseball announcer for 26 regular-season games on Saturdays.

**Gloria Monty**, executive producer of ABC's *General Hospital*, resigned, citing personal reasons.

**J. Christopher Giancarlo**, from Curtis, Mallet-Prevost, Colt & Mosle law firm, New York, joins OUR-TOWN Television, Saratoga Springs, N.Y., as director of business affairs.

**Pamela S. Pease**, VP, programing, director of TI-IN United Star Network, joins Mind Extension University, Englewood, Colo., as VP, educational program development.

**Lisa Meranus**, freelance sales representative, New York, joins Radio Band America there as sales representative.

**Barbara Bellini-Witkowski**, director of sales, NVC Arts, joins Radio Vision International, Hollywood, as head of European sales.

**Mary Beth McAdaragh**, national sales coordinator, Columbia Pictures Television, Burbank, Calif., named manager, sales administration.

**Bob Reedy**, account manager, Eastern region, Discovery Networks, Bethesda, Md., named account manager, acquisitions and development department.

**Peter Moss**, director and cameraman, Artists Company, joins Petermann Films, Los Angeles, as staff director and partner.

**Lynn Deegan**, CP, television production, Castle Rock, joins Spring Creek Productions, Burbank, Calif., as executive VP, television.

**Vida Pelletier**, associate producer, USA Network, New York, named producer, entertainment. **Alice Schwartz**, associate, Morrison & Foerster, New York, joins USA Network there as attorney, business affairs.

## NEWS AND PUBLIC AFFAIRS

**Nick Ludington**, chief of Middle East services, Associated Press, Nicotia, Cyprus, named chief correspondent, AP's World Services operations, Washington.

**Henry Tenenbaum**, formerly with WJLA-TV Washington, joins KRON-TV San Francisco as reporter.

**Deborah Leff**, a senior producer of *ABC World News Tonight*, has been named senior producer of ABC News's 20/20. She succeeds Jeff Diamond, who recently joined NBC as executive producer of that network's upcoming prime time news magazine show.

**Denise Dillon**, weekend anchor and reporter, WTVM(TV) Columbus, Ga., joins WATE-TV Knoxville, Tenn., as anchor.

**Sandy Heng**, general assignment reporter, KOCO-TV Oklahoma City, joins WSXX(TV) Columbus, Ga., as general assignment reporter.

**Rhonda Rhode**, reporter and an-

chor, KNDU(TV) Richland, Wash., joins KULR-TV Billings, Mont., as reporter.

**Ken Beck**, news director, KFWB(AM) Los Angeles, rejoins KGO(AM) San Francisco in same capacity.

**Marty Haag**, executive news director, WFAA-TV Dallas-Fort Worth, joins parent company A.H. Belo Corp., Dallas, as VP, news.

**Darcel Guy**, public affairs associate, Upper Chesapeake Health System, joins WMAR-TV Baltimore as director of public affairs.

**Harvey Smilovitz**, sports director and anchor, WTEN(TV) Albany, N.Y., joins WFSB(TV) Hartford, Conn., as sports anchor.

## TECHNOLOGY

**Bill Sturcke**, district sales manager, Panasonic Broadcast Cameras & Television Systems Group, Secaucus, N.J., named product manager.

**Lyle Cavanagh**, manager of advertising and graphic arts, Philips Consumer Electronics, joins Zenith Electronics Corp., Glenview, Ill., as director of advertising and sales promotion.

**Allan Alcorn**, from Apple Computer, joins Digital F/X Inc., Mountain View, Calif., as VP, engineering.

**Mark Durenberger**, director of technical operations, Midwest Cable & Satellite Inc., Minneapolis, adds duties as director, technology and business development.

**Dave Sanders**, general manager, data management systems division, Hewlett-Packard, joins Grass Valley Group, Grass Valley, Calif., as general manager.

**Robert Pernell and Kelli R. Hughes**, temporary group I engineers, WLWT(TV) Cincinnati, named group II engineers.

**Steve Osman**, manager, systems engineering, Primestar Partners, Bala Cynwyd, Pa., named director, systems engineering.

**Judy Downes**, principal, Downes & Co. and McGuire & Downes Creative Services, joins Editel, Boston, as director of national sales and marketing.

## WUSA(TV)'S SPORTSCASTER GLENN BRENNER DIES

**P**opular Washington television personality Glenn Brenner died Jan. 14, four days after doctors discovered an inoperable brain tumor. He was 44. In November, Brenner suffered a cerebral hemorrhage after competing in the Marine Corps marathon.

A 15-year veteran of WUSA(TV) Washington, Brenner's sportscasts were a combination of wisecracking commentary and humor that attracted both the "sports junky" and the "non-sports lover." During his tenure with WUSA, the sports department received numerous industry awards, among them two Emmy's, six Chesapeake AP awards and several regional UPI awards. Brenner was named Sportscaster of the Year in 1989 and 1990 by the National Sportscasters and Sportswriters Associations.

Brenner began his broadcasting career in 1972 at WMVB-AM-FM Millville, N.J., after a six-year professional baseball career (four years with the New York Mets and two with his hometown Philadelphia Phillies). He then joined WFIL(AM) Philadelphia, making a successful jump to television in 1975 at WOWK-TV Huntington, W. Va.; one year later, Brenner moved to KYW-TV Philadelphia. He joined WUSA in 1977 as sports director.

Many Washingtonians followed Brenner's sportscasts, including the President and Mrs. Bush: "Barbara and I are greatly saddened by the untimely death of Glenn Brenner, a man whose wit and ability has endeared him to so many Washingtonians. The suddenness of his death, and the warmth of his personality, leave all of us with a painful emptiness." Hank Yaggi, WUSA vice president and general manager, said in a statement: "All of us at Channel 9 are deeply saddened by Glenn's passing and our hearts and prayers are with his family at this trying time."

He is survived by his wife, Suzi; daughter, Ashley; son, Matthew, and his parents, Edie and Bill Brenner. Donations may be made to: Children's Inn, 7 West Dr., Bethesda, Md. 20813; Children's Hospital National Medical Center, 111 Michigan Ave., NW, Washington, D.C. 20010, and Best Buddies of America Inc., 1350 New York Ave., NW, Washington, D.C. 20005.



## PROMOTION AND PR



Leopold

**Rikki Leopold**, manager of creative services, *Geraldo*, Tribune Entertainment, New York, named director of creative services, Tribune Entertainment Co.

**Jeremy Coleman**, promotions and marketing director, WNOR-FM Norfolk, Va., joins WJFK(FM) Manassas, Va. (Washington), in same capacity.

**Robert S. Cohen**, assistant news director, WKYC-TV Cleveland, joins Jerome H. Schmelzer & Associates public relations and advertising agency there as executive VP.

**Caroline Foy Welch**, producer, WBFF(TV) Baltimore, joins WPVI-TV

Philadelphia as promotion writer and producer.

## ALLIED FIELDS

**Robert Hyland**, former VP and general manager, KCBS-TV Los Angeles, joins Arbitron Co., New York, as VP, sales and marketing TV network and station services, succeeding **Pierre Megroz**, who retired.

**Todd S. Lituchy**, assistant manager, program planning, Lifetime Television, joins Norman Hecht Research, Syosset, N.Y., as manager of station and program research.

Broadcast news veteran **Roger Mudd** is leaving PBS's *MacNeill Lehrer News Hour* for the Ferris Professorship of Journalism for 1992 at Princeton University. Mudd, who will be leaving the PBS series as senior correspondent, essayist and occasional anchor, will begin teaching in September and plans to continue reporting for *NewsHour* when teaching permits.

**Ambassador Diana Lady Dougan**, senior adviser, Center for Strategic and International Studies, Washington, appointed to board of directors of International Mobile Machines Corp., King of Prussia, Pa.

**Jeffrey C. Wakefield**, executive VP and director, research division, The Interep Radio Store, New York, elected to The Arbitron Radio Advisory Council.

**O.E. (Gene) Lussier Jr.**, president and CEO, Savoy Electronics Inc., Fort Lauderdale, Fla., appointed group VP, components group, Electronic Industries Association. **T. Glyn Finley**, from Association for Manufacturing Technology, joins EIA, Washington, as staff VP.

**Howard M. Weiss**, partner, Mullin, Rhine, Emmons, Topel law firm, Washington, joins Fletcher, Heald & Hildreth there in same capacity.

**Bruce Christensen**, president and CEO, Public Broadcasting Service, Alexandria, Va., elected president of The International Council to serve two-year term, succeeding **Herbert A. Granath**, president, ABC Video Enterprises, whose term expired.

## DEATHS

**Walter E. Baxter**, 53, broadcasting executive, died in Burbank, Calif., Jan. 5 from complications related to cancer. Baxter was founder, president and CEO of Majestic Entertainment program distribution company. He is survived by his wife, Joyce, and brother, Stephen.

**August C. Meyer Sr.**, 91, broadcasting pioneer, died of heart attack Dec. 16, 1991, in Champaign, Ill. He formed Midwest Television Inc. in 1952 and signed WCIA(TV) Champaign, Ill., in 1953. He acquired WMBD-AM-FM-TV Peoria, Ill., in 1960 and later acquired KFMB-AM-FM-TV San Diego, Calif., in 1964. He is survived by his son, August Jr., board chairman, Midwest TV Inc.

**Lucile Powell Singleton**, 98, retired CBS Radio executive, died Jan. 8 in Roanoke, Va., of influenza. Singleton joined CBS Radio in 1929 auditioning vocalists and supervising staff singers. She was appointed manager, CBS Radio Record Library, in 1946 and remained there until her retirement in 1961.



# Monday☐Memo

*“Local affiliates and their networks are still the heart of American television.”*

**W**hat happened to KWWL(TV), an NBC affiliate in eastern Iowa, can happen anywhere. But our story proves stations can fight back and win. Five cable systems tried to pull the plug on my TV station in May 1991. Four reversed their decision, but it was close.

Like most fights, this one began with a threat: form letters to us from five cable systems in our TSA (total survey area). Each was direct, stating that they were going to drop KWWL's signal on June 3; none said why. Each mentioned “careful evaluation” and “subscriber preferences”; none offered proof. Each asserted “customers [would] be better served by providing a greater variety of programming entertainment”; none said how. And none offered any appeal whatsoever. Plain and simple, KWWL would no longer be accessible to viewers on five cable systems June 3.

Despite the clear threat, we first hoped reason could prevail. KWWL is the market leader, and no cable system, we thought, would knowingly discard its top draw. At the same time, we were cautious about picking a fight with the industry that now is gatekeeper for 60% of our audience. So I called the cable company in Washington, Iowa, to ask the manager some questions.

He was helpful, explaining that TCI, his system's parent company, was rearranging cable channels across Iowa. Their plan was to drop duplicate network affiliates to provide channel space for Encore, TCI's pay movie channel. Except where otherwise mandated by regulation, the operators were free to add, drop or rearrange network affiliates at will, as long as they made room for Encore.

To a cable manager, this probably makes sense. After all, NBC in Waterloo looks pretty much like NBC in Des Moines. But to stations and viewers, this is not the case. I had to convince the cable managers that appearances aside, affiliates are not commodity items.

Nothing worked. I talked, and the managers listened, but we both knew they were stalling, running down the clock. By mid-May, KWWL needed to make a big play. So we produced a 90-second spot, talking directly to cable viewers in Iowa Falls, Osage and Washington. We told them their cable companies were planning to drop KWWL. We told them they were losing the services local affiliates provide free so their cable companies could sell them a new pay channel they hadn't ordered and might not want. We reminded viewers that we valued their support and

wanted to keep them. And then we gave them the names or office phone numbers of their cable company managers, and asked people to call.

The spot was simple and produced in-house. The talent—me—was strictly amateur. But it was honest and heartfelt. And it worked. (Dubs available upon request.)

Iowa Falls and Washington started petitions. Osage told their cable manager to reconsider or face possible disen-

franchisement. Mayors and town councils became our biggest boosters. Congressman David Nagle and Senator Charles Grassley lent support. And when the Grinnell Chamber of Commerce lobbied to keep all three eastern Iowa affiliates, we cut a second spot to help.

Word on the street was good, too. Viewers called nonstop, wanting to keep KWWL. Iowa papers played the story prominently. Radio reporters called for interviews. And people generally went out of their way to offer more support than I ever knew we had.

Washington came through first. After a week in the public eye, the cable manager told us he was abandoning his plan to drop the ADI affiliates. When we

offered to cut a new spot to spread the word in Washington and say thanks, he said he didn't care what we did, as long as we got his name and phone number off the air.

So we cut that spot and aired it the same day. We had lots of people to thank, and we included the Washington cable manager on our list. But we also had other battles to win, and we wanted other towns to see what was possible. Sure enough, a week later Iowa Falls and Osage came through. Grinnell lost KWWL temporarily, but we're supposed to be restored there. And Columbus Junction, the system we didn't work on, was the one that dropped KWWL for good.

KWWL stayed on cable because viewers wanted us there. Despite all the hype about new video, nothing is stronger in American television than the 40-year bond between affiliates and viewers. Viewers need what we offer: local news, a regional identity and a unique national/local partnership no one-way service begins to duplicate. In an age of media fractionalization, network affiliates weave communities into markets and markets into a national tapestry. But it starts with local stations and local viewers. Local affiliates and their networks are still the heart of American television, and affiliate managers must be ready to fight anyone who wants to pull our plug, today or tomorrow. ■



*A commentary from Jim Waterbury, general manager, KWWL(TV) Waterloo, Iowa*

# Broadcasting In Brief

**Bravo**, the cable network with a mix of basic and pay subscribers and no advertising, announced last week it is **pursuing corporate underwriting dollars** along the lines of public television. The switch, which comes as an increasing number of systems are offering Bravo as a basic service, did not immediately raise concerns among PBS executives. Bravo has already begun trading on public TV territory by striking a deal with long-time PBS partner Texaco to underwrite all of its performing-arts programming, about 25% of the network's total time. The agreement is for 200 hours of programming through July 1993. Texaco's annual performing-arts advertising budget is said to be \$8 million to \$10 million, with \$200,000 to \$300,000 of that now earmarked for Bravo.

**Katz and Seltel have finished negotiations and are expected to close their merger deal in two weeks for close to \$15 million**

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 5. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune .....	14.4/222/98
2. Jeopardy! .....	12.8/214/98
3. Oprah Winfrey Show .....	11.1/207/96
4. Star Trek .....	9.3/240/98
5. Entertainment Tonight .....	9.0/183/95
6. Cosby Show .....	8.7/205/97
7. Wheel Of Fortune (Wknd) .....	8.0/185/83
8. Current Affair .....	7.6/165/91
9. Donahue .....	7.3/223/97
10. Married...With Children .....	7.2/156/90
10. WKRP in Cincinnati .....	7.2/236/99
12. Inside Edition .....	6.9/125/87
13. Sally Jessy Raphael .....	6.2/206/97
14. Hard Copy .....	5.9/160/89
15. Warner Bros. Prem Ed II .....	5.5/115/91

(BROADCASTING, Jan. 13). Sources close to the deal said that while a few Katz clients are still "tepid" about the rep firm buying competitor Seltel, 95% of the clients approve. Said one observer: "There is always some breakage in a deal like this, but we

are beyond the point of being worried about breakage. In six months everybody will forget this ever happened."

## Bids are due in next week for ABC affiliate, WOI-TV Des Moines.

Owner Iowa State University retained Sandler Capital Management and the Ted Hepburn Co. to sell the station if the bids meet its expectation, which one source said is about \$12 million. One market observer, who asked not to be identified, speculated that only a well-endowed company could meet the university's expectation. He said that WOI-TV had a cash flow last year of \$650,000 on revenue of \$6 million-\$7 million. Therefore, he suggested the amount of bank and other debt financing would probably not cover even half of \$12 million. Any buyer will also have to find a new studio, although not immediately, since the current facility is owned by the university.

## The Walt Disney Co. is acquiring 50% of the CBS-MTM Studios lot

as part of the \$27 million cash transaction agreement with MTM's London-based parent company, TVS Entertainment. A high-ranking executive at MTM said most of the Disney proceeds would be used to reduce MTM's debt load, but may also go into funding further network and syndication development projects. The purchase is subject to the final consent of the other principal owner, CBS, and various creditors of MTM.

## New Line Television Distribution will be placing Cabin Fever Country into syndication next season, in

step with the recent flurry of country music-oriented network and syndicated series that began when NBC's *Hot Country Nights* started scoring strong numbers on Friday nights. Next were the weekly syndicated 1992-93 launches of *America's New Country* (distributed by Manhattan Sierra), *Countryline USA* (Carolco

## LIEBERTHAL LEAVING COLUMBIA

**G**ary Lieberthal has exercised an out clause in his contract with Sony Pictures Entertainment and will retire as chairman of Columbia Pictures Entertainment at the end of February, coinciding with the end of the company's fiscal year.

Last week's announcement ended months of speculation, denied by Lieberthal at the time, that he was leaving the company. "At the time, it was the right response," said Lieberthal, 46, who said he did not make a decision to leave until the end of the year. "I've done what I set out to do," he added.

Since joining the company in 1985, when Coca-Cola Co. bought Columbia, CPT has generated \$700 million in operating profit, said Lieberthal, who added that CPT was the most profitable division of Columbia in five of the six years that he was at the helm. During that time, the company has produced more than 4,000 episodes of television series and sold two of the three highest revenue-generating sitcoms in syndication—*Who's the Boss?* and *Married...with Children*.

Lieberthal will remain on the board of Sony Pictures Entertainment and will relocate with his family to Charlottesville, Va., where he owns a farm (originally built by Thomas Walker, legal guardian of Thomas Jefferson). He will serve as adviser to SPE, primarily on governmental affairs. —SM





Television) and now *Cabin Fever Country*. New Line plans on producing 22 half-hour weekly episodes of the series and will offer it on a straight barter basis.

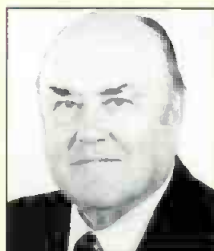
**The FCC** last week granted the request of the Motion Pictures Association of America, INTV and Ameritech Operating Companies and **extended from Jan. 23 to Feb. 20 the deadline for filing comments on a proposal to permit local telephone companies to provide video dialtone service.**

**Act III Broadcasting** (eight Fox affiliates) **President Richard Ballinger has put in a new management team.** Ballinger, who replaced Bert Ellis as president two weeks ago (BROADCASTING, Jan. 13), named John DeLorenzo, currently chief financial officer, to executive VP; Ron Inman, VP marketing, has been named senior

**A Minneapolis state court last week awarded former KSTP-TV anchor Ruth Spencer \$300,000 in punitive damages and about \$82,000 in compensatory damages** in her suit against the station. Spencer, who is currently an anchor-reporter at WDIV-TV Detroit, said KSTP-TV had intentionally misled her about her role at the station and thereby kept her from exercising an option to leave.

**According to the Wall Street Journal, TCI Chairman Bob Magness and senior VP Larry Romrell, who last year got caught up in the BCCI scandal, are involved more deeply with a BCCI affiliate than they have acknowledged.** The article cited an audit by Peat Marwick McLintock of the UK that says the two men, both directors of Capcom Financial Services Ltd. until October 1988, bought 4% and 16%, respectively, of a Capcom-controlled Chicago futures-trading brokerage in 1987. The brokerage was expelled from the Chicago Board of Trade in 1989. According to the *Journal*, Magness and Romrell had previously denied any role in Capcom's affairs. A TCI spokesman said "We haven't seen anything to suggest that either person was involved in any illegality or impropriety."

**Cosat Corp. has elected Melvin R. Laird chairman and Bruce L.**



Melvin Laird



Bruce Crockett

**Crockett president-CEO, effective Feb. 21.** Laird succeeds Irving Goldstein, who was elected director general of Intelsat. Crockett joined the company in 1980 and has been president-COO since April 1991. Laird, a former U.S. congressman and Secretary of Defense from 1969 to 1973, has been a Cosat Corp. director since 1974.

**KZRC(AM)-KXYQ(FM) Milwaukie-Salem, Ore. (Portland), and KSSS(AM)-KVUU(FM) Colorado Springs were sold for \$1.3 million and \$1.275 million, respectively.** Portland stations, sold by Norman Drubner's Daytona Group of Oregon Inc., were purchased by KXYQ Broadcasting Co., headed by Edward S. Leffler and rock band Van Halen. Dick Broadcasting, headed by James A. Dick Jr., purchased Colorado Springs stations from Radio Ventures Inc. Dick is

also licensee of WIVK-AM-FM Knoxville and WKDA(AM)-WKDF(FM) Nashville; WKRR(FM) Greensboro-Winston-Salem, N.C., and WVOK(AM)-WZRR(FM) Birmingham, Ala. Media Venture Partners brokered the deals.

**Telemundo Group failed to make an interest payment last week of \$3.2 million.** The Spanish-language television network said it would restructure its \$255 million in debt and "expects to present a plan to security holders by March."

**The co-owners of American Radio Networks are feuding over whether to sell the struggling 24-hour talk network to Independent Broadcasters Network.** The disagreement between ARN President Don Emanuel and Executive VP Ed Graham came to a head last week when Graham replaced ARN programming with 10 hours per day of IBN programming. Graham agreed last week to sell his 50% share to IBN, saying it was the only way to keep ARN on the air. But Emanuel, who owns the other 50%, says he hasn't agreed to a deal and feels betrayed that Graham went ahead without him. Emanuel has 60 days to match IBN's offer.

## CONBOY LEAVING TIME WARNER; BOGGS TO HEAD D.C. OPERATION

**T**ime Warner announced plans last week to consolidate its two Washington lobbying and legal offices under Timothy Boggs, following Brian Conboy's decision to step down March 31 as head of one of the offices to open a private practice.

The existence of two offices is a vestige of the days prior to the March 1989 merger of Time Inc. and Warner Communications that created Time Warner. Boggs had been in charge of the Warner office; Conboy, the Time office.

After seven years as a Capitol Hill staffer, the 41-year-old Boggs joined Warner in 1982. Four years later, he was named vice president, public affairs—a title he retained through the merger and will carry into his new job. While on the Hill, Boggs worked for the House Copyright Subcommittee and helped forge the Copyright Act of 1976 containing cable's compulsory copyright license.

The consolidated Time Warner office will also include Carol Melton, Washington counsel, and Art Sackler, director of policy for publishing.

Conboy, who will continue to represent Time Warner's cable interests in private practice, said his departure gives him an opportunity to "do something entrepreneurial" while continuing to push the company's Washington agenda with "our Time Warner colleagues and resources." From a practical standpoint, he said, "we are going to continue to do what we have done."

Joining Conboy in the new firm will be Michael Hammer, who has worked alongside Conboy since 1982 as director of communications policy development.

—HAJ

# Editorials

## BEGINNING IN SIGHT

It's hard to know whether to be a yeasayer or naysayer about broadcasting these days. At the NAB joint board meeting in La Quinta last week, the prevailing mood was optimism laced with realism. Everybody knows that the future is just around the corner, and that the magnitude of its rewards aren't likely to approach the past.

But it can be a lot better than the present if broadcasters can secure a second revenue stream from the programing now radiated through cable. The prospects for that happening are far from certain but nevertheless look better than ever before. Thanks perhaps to the \$843,500 the NAB spent in lobbying S.12 during the 1991-92 fiscal year, at least in part due to widespread sentiment in Congress that a deregulated cable industry has been too successful by half.

We remain anxious for an end to the barriers that have made two warring industries of broadcasting and cable. The next most obvious for demolition are the FCC's network crossownership rules that deny the major networks an opportunity to participate in cable system ownership. It was the imposition of these rules, along with the broadcast-cable crossownership restrictions, that separated the Fifth Estate into Hatfields and McCoys.

There may not yet be a level playing field among this nation's electronic contenders, but there's getting to be a balance of power. It's too early to tell—and this is not an issue on which to be incautiously optimistic—but it looks as though the rapprochement that has eluded broadcasting and cable for so many years could at last be within reach, whether reached by fiat or by negotiation.

Whatever the impetus, we're all for the result. Anything that can bring these two industries out of the lists and into complementary competition is in the best interest of the entire Fifth Estate. The certainty of broadcaster/cable coexistence has long been evident. Now it's time to agree on the rules.

## THE SAME BOAT

It will be a buyers' market at the NATPE International convention in New Orleans this year, although those buyers may have less to choose from than in previous years. The advice of at least one rep last week was: Where possible, make do with what you have and choose sparingly among new shows. There is more than one station business manager who would second that. That does not mean, of course, that stations will not be on the lookout

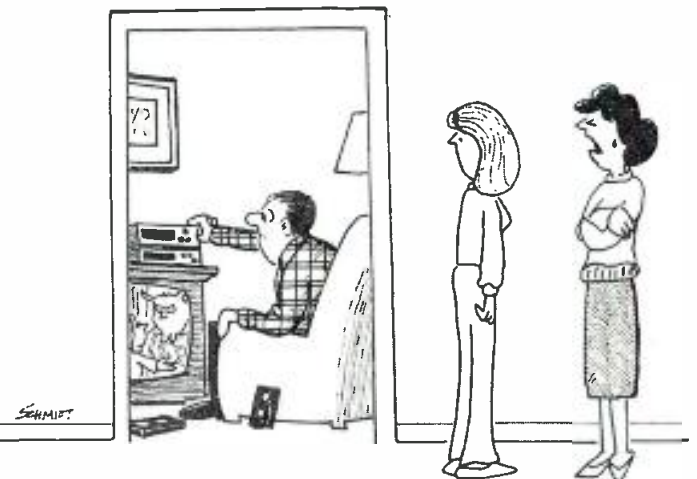
for the right show to shore up a daypart or build a block. It just means that now, more than ever, the right show means the right price as well.

Although syndicators and stations remain, by definition, on opposite sides of the bargaining table, they are in the same boat when it comes to the economy. And they are still dependent on one another for their economic well-being. Although some station executives and reps point to a dearth of new development offerings—and there is, by all accounts, less to choose from this year—that observation is also to some degree an element of the courting dance. Anyone who can't find a daytime talk show, for instance, hasn't looked.

When all the bon ton of NATPE is over, when all the "new" deals have been erased from the tally boards, all the tote bags and key chains dispensed and the booths dismantled (like sets struck in an Andrew Lloyd Webber production of a county fair), syndicators and broadcasters will still be faced with working together to advance a television service that captures the gaze of the grazing viewer. That will likely mean more consortia, co-productions and creative financial terms that both parties can live with.

The signs of compromise and cooperation born of economic necessity in the Fifth Estate are everywhere, from talk that sports leagues may cut broadcasters in for a piece of the ancillary revenues from their sports, to cable-friendlier INTV conventions, to the growth of all-barter or station-friendlier barter terms, not only for offnet hours but potential hit sitcoms as well.

Stations and syndicators remain on opposite sides of the table—the appropriate position from which to toast their mutual success.



Drawn for BROADCASTING by Jack Schmidt

"He heard that the networks might drop Saturday morning cartoons, so he's taping them all."



Special Report:  
SMPTE Conference  
Issue date: February 3  
Ad deadline: January 24

# VIDEO. COMPUTERS. TOGETHER AT LAST!

1992 is the year SMPTE opens its doors to the computer industry. Just how this giant will fare in the world of video will be a major focus of *Broadcasting's* comprehensive coverage of the February 7-8, 1992 SMPTE Conference in San Francisco.

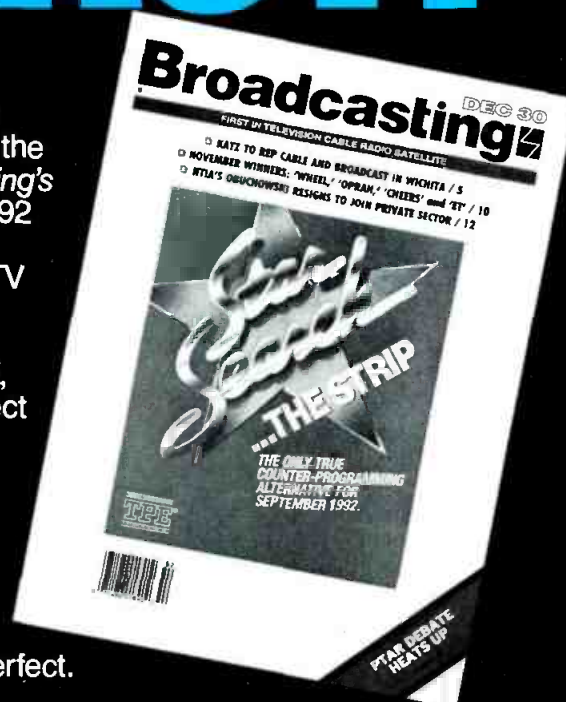
Also on tap is a hard and software look at HDTV and its implications for manufacturers and programmers.

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